

San Jose State University
College of Health and Human Sciences

KIN 283
Communication in Sport
Fall 2018

I. General Course Information

Credit Hours:	3
Semester Offered:	Fall
Instructor:	Dr. Ted Hayduk
Email:	ted.hayduk@sjsu.edu
Twitter:	@tmhayduk
Office Location:	SPX 115
Meeting Location:	SPX 153
Meeting Times:	(M) 7:00p – 9:45pm
Office Hours:	Wednesdays 9-11a
Course Website:	SJSU eCampus

Students are encouraged to check the website daily, as this forum will serve as a means for communication, posting of assignments, and course readings.

II. Required Reading

- Street & Smith's Sport Business Journal (order online)
- Supplemental readings (will be made available in the class website)

III. Course Overview

The course examines the relationship between the communications media and the sport industry. Specific attention is given to how the media has influenced the growth and development of sport and vice-versa. The activities comprising the media are identified, and the position of sport in the print, broadcast, and electronic media are considered from managerial, historical, and sociological perspectives. The impact of sociological and cultural issues such as race and gender relations, violence in sport, and commercialism, which have helped shape the sport and media industries are also examined. Students will be asked to conceptualize, write, and deliver press releases, event news stories, and blogs as part of the learning experience. The content will be disseminated via lectures, class discussions, case evaluations, and simulated exercises.

IV. Course Objectives

Upon completion of the course, the student will be able to...

- A. Discuss the role the media holds in the modern sport landscape and explain how the media has influenced the growth and development of the sport industry.
- B. Explain how the sport industry has influenced the development of the media, particularly the growth of sport programming through broadcast media.
- C. Critically assess the impact of sport media presentations on race, gender, culture, and violence in society. And understand the ethical dilemmas faced by sport journalists and evaluate how these challenges should be handled.
- D. Discuss the impact of the Internet and digital technology on sport.
- E. Discuss the importance of data in sports journalism
- F. Recognize style differences between journalistic writing and academic rhetoric.

V. Course Requirements and Policies

- A. Attendance: Your presence is indicative of your professional attitude and is necessary to derive maximal benefit from the course. Work missed on days with unexcused absences may not be made up. The student is responsible for all material missed on days absent. While attendance is mandatory, up to 2 class meetings may be missed without penalty. Additional absences that are unexcused will result in 10% drop in your attendance/participation grade – per instance.
- B. Assignments: All assignments are due on time and **no late assignments will be accepted** without prior permission from the instructor. The readings are critical to providing the necessary theoretical and conceptual background for class discussions. As such, students are expected to read the assigned material prior to each class meeting. It is important for each student to attend all class meetings and to actively participate in class discussions and activities.

VI. Course Evaluation

Assignment	Weight
Class Participation	25%
Homework	20%
Sport Press Release	10%
Quizzes	10%
Communications Consultant Project	35%
	100%

VII. Grading Scale and GPA Equivalency

90 – 100					
87 – 89					
80 – 86					
77 – 79					
70 – 76					
67 – 69					
60 – 66					
< 60					
Letter Grade	A	B	C	D	F
Grade Points	4.0	3.0	2.0	1.0	0

VIII. SJSU Academic Integrity

Academic dishonesty (e.g., giving or receiving unauthorized aid on any academic work, copying homework assignments, collaborating on assignments that are meant to be individual work, cheating on tests, and plagiarism) **will not be tolerated**. All academic work submitted for grading contains an implicit pledge (and may contain an explicit pledge as requested by the instructor) by the student that no unauthorized aid has been received. As a course offered in the CASA all students enrolled in this course and the instructor will adhere to SJSU's Academic Integrity Policy and registration automatically makes the Academic Integrity Policy applicable to the student.

IX. Accessible Education

If a student has a disability that qualifies under the Americans with Disabilities Act (ADA) and requires accommodations, he/she should contact the Accessible Education Center (AEC) for information on appropriate policies and procedures. Disabilities covered by ADA may include learning, psychiatric, physical disabilities, or chronic health disorders. Students can contact AEC if they are not certain whether a medical condition/disability qualifies.

Address:

San Jose State University
Accessible Education Center
ADM 110
San Jose, CA

Telephone:

(408) 924-6000

X. Assignment Overview

Participation / Attendance (25%)

Participation in this course includes both in class and out of class criteria:

In Class:

Contribute your ideas and questions during class time. It is expected that each student contribute DAILY by having discussion questions prepared to share with the class pertaining to the day's topic of discussion (see class timeline below). The discussion questions are due at the end of the period and must be typed for credit. I will randomly call on students to open up the conversation.

- *Show up to class.* If you are absent, you lose the opportunity to learn from your classmates, and your classmates will lose whatever contribution you could have made to the class discussion. You will also lose all available points for that period.
- *Pay attention.* After all, you might find the material interesting. Be attentive to what is going on.
- *Join the discussion.* Your ideas are valuable. By discussing them with others you will sharpen your understanding and learn to better articulate your position in the future. Contribute to our class dialogue in the following ways:
- *Do not monopolize the conversation.* While your contributions are valuable, so are those of every other class member. Listen to what others have to say. Do not think you need to voice your opinion on every point of discussion.
- *Listen to the person who has the floor.* That person will often be me, but it will also often be your classmates. Do not carry on your own side conversation with a classmate instead of listening.

Homework (20%)

- 12 pt., Times New Roman
- APA Format

Each week, you will be asked to prepare a short, bulleted list (5-10 items) describing your thoughts about the assigned readings. They should not be a synopsis of the articles or the authors' main points. Rather, focus on analyzing and thinking critically about the articles. You can discuss how the authors' viewpoints and assertions are related to one another, how they differ, whether you agree/disagree with the authors' viewpoints and why, etc. You may also discuss how the topics and themes in the articles have impacted your own life or those you are close to. These are an opportunity to let your mind wander and make natural connections between the articles and 'the real world' according to your worldview. If

the articles challenge your worldview or if you disagree with one of the authors, why might this be the case?

Sport Press Release (10%)

- 200-300 words
- 12 pt., Times New Roman
- APA Format

A press release can be the single most effective tool for informing the public about a specific issue or subject matter. It can also make the difference in whether an event succeeds. Proper preparation and timing is essential for the press release to be effective.

What Is a Press Release?

A press release is a tool an organization, group or individual can use to notify the public regarding an issue (subject) or event. Press releases generally serve two purposes:

- Your press release will announce a forthcoming event and tell what can be expected at the event.
- A press release can be used as an advertising tool to attract attention or participation with interested parties. A press release can also be used to keep the public informed about issues of community-wide concern.

Who Receives the Press Release?

- Generally, press releases are directed toward media facilities, such as newspapers and radio or TV stations, that have the capability to disseminate the information to the public.
- Press releases can also be sent to non-media organizations, such as local or regional foundations or community groups, for informational purposes.

Develop a Successful Press Release

- A successful press release provides the intended receiver with as much information in as little space as possible. In short, "brevity" is key to the process. A press release generally should be no longer than a few paragraphs and should contain the following information:
- A contact person who can supply additional information and his or her phone number should be established at the top of the release.
- A main heading that identifies the topic of the release (e.g., XYZ Empowerment Zone/Enterprise Community announces the opening of its new community center).
- A first paragraph that announces the topic of the release followed by times and location of the event. A brief description of the participants and the subject matter should also be given in the paragraph. It is also desirable to use quotes and comments from individuals associated with the event.
- A second paragraph could include additional information such as events leading up to the announcement. A good press release generally answers the questions: who, what, when, where, how, and why.

More Tips

- **It's About People**
News stories are all about how people are affected. In your sports story, you might spend some time focusing on one or more individuals, or on how the team morale is doing, or how the supporters are feeling.
- **Have an Angle**
Most stories can be presented using a particular angle or "slant". This is a standard technique and isn't necessarily bad - it can help make the purpose of the story clear and give it focus. Examples of angles you could use for your sports story:
"Team Tackles National Competition"
"Big Ask for First-Year Coach"
"Local Team in Need of Funds"
- **Keep it Objective**
You are completely impartial. If there is more than one side to the story, cover them all. Don't use "I" and "me" unless you are quoting someone. Speaking of quoting...
- **Quote People**
For example: "We're really excited about this competition," says coach Bob Dobalina, "It's the highest target we've ever set ourselves".
- **Don't Get Flowery**
Keep your sentences and paragraphs short. Don't use lots of heavily descriptive language. When you've finished, go through the entire story and try to remove any words which aren't completely necessary.

Quizzes (10%)

- There will be a number of unannounced quizzes throughout the semester.
- These cannot be made up without a university-sanctioned absence
- They are not meant to be difficult, I promise!
- They will, though, be related to material discussed during prior 1 or 2 class periods

Communications Consulting Project (35%)

“Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.”

You and your teammates (TBA) will be asked to play the roles of a communications consultant. You will do so by providing a set of strategic communications recommendations to a sport team or brand. You will present your analysis of a real-

life communications-related issue, provide a set of recommendations for senior management, and support those recommendations with factual analysis and data. The project has two components:

1. A written component. While much background information about the organization and its environment is necessary for a team to find and discuss, the written assignment for this class should focus on the most critical strategic recommendation(s) for a given company and provide some thoughts regarding the implementation and future evaluation of the recommended strategic plan. There is no set length for the written assignments and quality of thought and reasoning is preferred over quantity of output.
 - 12 pt., Times New Roman
 - APA Format
 - Edited for grammar, punctuation, etc.
 - Edited for organization and flow
 - References List
2. A verbal component. You and your group will present your company background, communications dilemma, strategic recommendations, and justifications to the class during the final days of the class. This presentation will be followed by a Q&A session. Not everyone is required to have a speaking role in the presentation, but all group members are expected to contribute to the Q&A session.

Communication Protocol

- If you need to speak with me about an issue of a personal nature, please send me an email and/or make an appointment to come by during office hours.
- For all other questions about the course, its content, assignment guidelines, etc., please post your question to the course's Canvas page in the discussion section, where it can be answered by your classmates.
- At the end of the semester, I will award extra credit to the students who are most active (and accurate) answering their classmates' posted questions.
- If nobody knows the answer to a posted question, bring it up at the beginning of our next class, or (in the case of time-sensitive questions), delegate a class member to send me an email requiring clarification.

XI. Miscellaneous Links & Helpful Information

- University Syllabus Policy S16-9 at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.”

- Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>
- University Attendance and Participation Policy F15-12 (<http://www.sjsu.edu/senate/docs/F15-12.pdf>)

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 Fall 2018: Course Schedule (Tentative)

Date	Week	Agenda	Assignments Due / Notes
27-Aug	1	Overview of Syllabus; Introduction	
3-Sep	2	Labor Day, no class	
10-Sep	3	Why Sport Management?; Growth of Modern Sport	HW1
17-Sep	4	Sport Media Portrayals; Project Overview	HW2
24-Sep	5	The Telecommunications Industry	HW3
1-Oct	6	Leadership and Communication	HW4
8-Oct	7	Legacy and Modern Sport Consumption; Writing a Press Release	HW5
15-Oct	8	Open	Sport Press Release; HW6
22-Oct	9	No Class	
29-Oct	10	Open	
5-Nov	11	Social Responsibility in Sport	HW7
12-Nov	12	Veteran's Day, no class	HW8
19-Nov	13	Sport Brand Co-Creation; Sport News Outlet Analysis	
26-Nov	14	Reputation, Corporate Identity, & Public Relations in Sport	Sport News Outlet Analysis; HW9
3-Dec	15	Data Journalism	HW10
10-Dec	16	Consulting Presentations	