Sports, Media and Society

Fall 2015

Instructor: Professor John L. Hochheimer
Office Hours: Tuesdays 11:00 AM-1:00 PM; Wednesdays 10:00 AM-1:00 PM;
    Thursdays 11:00 AM-12:00 Noon in Comm 1056-I
    (Drop in or sign up on sheet posted on my office door)
E-mail: Hoch@siu.edu
Phone: 618-453-6950
Date Course Syllabus Prepared: August 14, 2015

Course Description: This course examines the roles sports play in contemporary society, as well as the ways in which media are used to present, and analyze, these roles. We will study issues of advertising, marketing, coverage, socialization, race, class, gender, sexuality, business and power as they relate to sport competition and to presentation in the media.

Class Format: The course work will consist of lectures, class discussions, screenings and readings. Note: You are expected complete all reading assignments prior to class.


Course goals and expected student learning outcomes:
   o To become conversant in the roles that organized sport plays in contemporary society.
   o To understand the ways in which electronic media affect public perception and understanding of sport in society
   o To learn the complex interactions between sports, media and public policy
   o To understand the intersections of sport and commerce
   o To learn the role the commercialization of sport affects expectations of athletes.

Requirements and Grading:

Course Structure: The course consists of class discussions, lectures, screenings and research projects involving issues in media, sports and society as they are related to course readings.
    The reading assignments are given on Tuesdays in the syllabus for you to read and digest for the classes of that week. It is expected that you will have read what has assigned from the course textbook, as well as looking at various sports web sites from every week. In other words, you will come to class on September 1 having
done the readings assigned for September 1, come on the 8th having read the assignment for that date, and the same is true for subsequent weeks. You will be responsible for all of the assigned readings, including articles that I may be distributing, throughout the semester.

Each week, you will also bring in an article (from a web site, newspaper, magazine, or sports news program, such as ESPN Sports Center, or Real Sports with Bryant Gumbel) discussing how sports media are covering the issues we will be discussing that week. These might include discussions of gender equality/discrimination in sports, sports media coverage, financial aspects of sport, etc. These should integrate the issues at hand with how media are covering them. We will use these articles in class to discuss how the issues of sports, media and society are integrated.

So, having done the week’s assigned readings, collected article(s) related to the readings, and having participated in the class discussions, I want you to write a Structured Journal each week. After you have read entries from the Eitzen textbook, and after you have reviewed the class discussions and current issues in the mass media, I want you to write 2 pages (minimum) each week about what interests you about what you are learning through using course materials, and why. In your writing I want each week’s journal entry to include discussions about:

- "The most interesting thing I learned this week from this course was (and why):"
- "The most surprising thing I learned this week from this course was (and why):"
- "The most troubling thing I learned this week from this course was (and why):"
- Questions I want to pose to the class this week for discussion, such as....

All written assignments for this course must be typewritten or in computer-generated type, double-spaced on 8 ½ x 11” white paper. Journal entries should be attached to each other in the upper left hand corner of the pages. Please put your name and date on the upper left hand corner of each page (in case they get separated), and staple the pages of your journal together. Each of the 10 journals is due at the beginning of the Thursday class every week, as noted below in the Class Schedule. I want you to use your journals to raise questions about the readings and discussions, things you might want clarified, etc. Further, I want you to use them in order the better to participate in class discussions. Your journals will be worth 40 per cent of your final grade for the course. I will collect your journals at the end of the Thursday class sessions. NOTE: Late journals will not be accepted.

There will be one research paper worth 30 per cent of your final grade. In it, you will do research on one issue of media, sports and society that you find particularly interesting. The subject might be the role of sports advertising on viewers, sports gaming and children, coverage of gender or racial inequality in sports, sports marketing, etc. There are as many possible topics as there are students in the class, so I encourage each of you to do a project in which you are really interested.

You will hand in a proposal for your paper to me no later than Thursday, September 24. You will then need to sign up for an appointment in my office to discuss your proposal. No proposal will be accepted until we have met in my office.
to discuss it. On Thursday, October 22 you will hand in a memo to me reporting on your research paper’s progress: where you have looked for information, what you have found, and what you still need to do for your paper. Final papers will be 10 to 12 pages long, and they are due Tuesday, December 1 at 10:00 AM.

**LATE PAPER ASSIGNMENTS WILL NOT BE ACCEPTED.**

Starting Tuesday, December 1, each of you will make a presentation of your research to the class so that we can all benefit from your work. Each presentation will be about 8 to 10 minutes long.

**Evaluation:** You will be graded on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Journals</td>
<td>40%</td>
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<tr>
<td>Research paper</td>
<td>30%</td>
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<tr>
<td>In-class Research Presentation</td>
<td>10%</td>
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<tr>
<td>Class participation</td>
<td>20%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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**Course Policies:**

Attendance is mandatory and will be taken daily. You are required to arrive on time. Arrival more than 5 minutes late will be counted as an absence for that day. Late arrivals will be marked as absent. If you leave early your name will be removed from the attendance sheet, unless you have arranged your early departure with me beforehand. Forging another student’s signature on the attendance sheet will result in penalties ranging from an F in the course to expulsion from the University. **Make certain that you sign the attendance sheet. It is too late to receive credit for attendance at anytime after a class session has begun.** More than two unexcused absences will result in a 10 per cent decrease of your final grade for each additional absence.

**NOTE:** If you are a university sports team that requires you to miss classes due to away events, please bring me a signed form from one of your coaches specifying which days you will be absent from class prior to any missed classes. I will not accept requests for sports absences after the fact. Your assignments will still be due on the assigned dates.

Grades will be based on participation in class discussions, weekly journals, a research paper and a final in-class presentation. **Note: Make up assignments will only be allowed if there are extenuating circumstances such as severe illness, death in family, and university recognized religious holidays.** You will be asked to provide documentation to explain such circumstances. Oversleeping, a dentist appointment, medical check-up, tickets to a concert, plane/train tickets home, court appearances, etc… are not acceptable.

You will remain attentive during lectures, class discussions, and screenings and refrain from talking or other disruptive behavior. I reserve the right to cancel your attendance for any day that you are talking in class or rude to our colleagues. Furthermore, although we often think of screenings as social events; you, however, will be working during these screenings so please keep this in mind. Turn all mobile
phones/pagers off before entering class. Finally, do not begin to pack your belongings before class has been dismissed, as this can also be disruptive.

**Academic dishonesty** (cheating) will not be tolerated under any circumstances. The College of Mass Communication and Media Arts strictly prohibit the use of someone else’s work. Do not copy another person’s work/quiz/paper/exam. Any student caught engaging in academic dishonesty is subject to penalties set forth by the College of Mass Communication and Media Arts in accordance with the student conduct code of Southern Illinois University-Carbondale.

**Students with disabilities:** Any student with a disability that prevents the full participation in the course should please contact me as soon as possible to discuss any accommodations necessary to enable you to fully participate in the course.

**Class Schedule:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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<tr>
<td>Aug. 25</td>
<td><strong>Introduction to the Course</strong></td>
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<td>Aug. 27</td>
<td>Handout discussion</td>
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<tr>
<td>Sept. 1</td>
<td><strong>Toward a Sociological Understanding of Sport</strong></td>
<td><strong>READ: Eitzen, Preface, pp. 1-11</strong></td>
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<td>Sept. 3</td>
<td>HAND IN: Journal #1, READ: Eitzen, pp. 12-18</td>
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<td>Sept. 8</td>
<td><strong>Sport and Socialization: Organized Sport and Youth</strong></td>
<td><strong>READ: Eitzen, pp. 21-32</strong></td>
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<td>Sept. 10</td>
<td>HAND IN: Journal #2, READ: Eitzen, pp. 33-51</td>
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<td>Sept. 15</td>
<td><strong>Sport and Socialization: The Mass Media</strong></td>
<td><strong>READ: Eitzen, pp. 55-65</strong></td>
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<td>Sept. 17</td>
<td>HAND IN: Journal #3, READ: Eitzen, pp. 68-78</td>
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<td>Sept. 22</td>
<td><strong>Sport and Socialization: Symbols</strong></td>
<td><strong>READ: Eitzen, pp. 83-93</strong></td>
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<td>Sept. 24</td>
<td>HAND IN: Journal #4, READ: Eitzen, pp. 94-106</td>
<td>HAND IN: RESEARCH PAPER PROPOSAL</td>
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<td>Sept. 29</td>
<td><strong>Problems of Excess: Overzealous Athletes, Parents and Coaches</strong></td>
<td><strong>NOTE: You will need to meet with me this week to discuss your</strong></td>
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<td><strong>READ: Eitzen, pp. 111-118</strong></td>
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<td>Oct. 1</td>
<td>HAND IN: Journal #5, READ: Eitzen, pp. 119-128</td>
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<td>Oct. 6</td>
<td><strong>Problems of Excess: Sport and Deviant Behaviors</strong></td>
<td><strong>READ: Eitzen, pp. 133-136</strong></td>
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Oct. 8  HAND IN: Journal #6, READ: Eitzen, pp. 137-152

Oct. 13  *No Class, Fall Break*

Oct. 15  No Journals Due this week

Oct. 20  **Problems of Excess: Big Time College Sport**
READ: Eitzen, pp. 157-162

Oct. 22  No Journals Due this week
**NOTE: Memo on research paper progress due**
READ: Eitzen, pp. 163-173

Oct. 27  **Structured Inequality: Sport Social Class**
READ: Eitzen, pp. 177-187

Oct. 29  HAND IN: Journal #7, READ: Eitzen, pp. 188-210

Nov. 3   **Structured Inequality: Sport and Race/Ethnicity**
READ: Eitzen, pp. 217-224

Nov. 5   HAND IN: Journal #8, READ: Eitzen, pp. 225-237

Nov. 10  **Structured Inequality: Sport and Gender**
Discussion of research paper projects
READ: Eitzen, pp. 241-253

Nov. 12  HAND IN: Journal #9, READ: Eitzen, pp. 256-270

Nov. 17  **Structured Inequality: Sport and Sexuality**
READ: Eitzen, pp. 275-279

Nov. 19  HAND IN: Journal #10, READ: Eitzen, pp. 280-307

Nov. 24  **Expanding The Horizons: Sport & Globalization**
READ: Eitzen, pp. 311-328

Nov. 26  Thanksgiving Day – No Classes Held

Dec. 1   Begin research presentations
**NOTE: All Final Research Papers Due Tuesday Dec. 1 at 10:00 AM**

Dec. 3   Research presentations

Dec. 8   Research presentations

Dec. 10  Research presentations

Dec. 15  Final Examination Week **No Class Meeting today**

Dec. 17  **Final Examination Time 8:00-10:00 AM**
Research presentations

**University’s Emergency Procedure Clause:**
Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

**Students With a Disability:**

Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.

**Tornado:**

During the spring semester we have a **Storm Drill.**

Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. The drill should not last more than 10 minutes. You must stay with your instructor so he/she can take roll. Students need to be quiet in the basement as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

**Fire:**

During the fall semester we have a **Fire Drill.**

Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class.

**These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.**

**Bomb Threat:**
If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear. **DO NOT USE YOUR CELL PHONES.** Some bombs are triggered by a cell phone signal.

**Shooter in the Building:**

If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have gone someplace safe.

If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don't stand in front of the door or in line of fire with the door. Students' chair and desks should be piled in front of the glass and door as a barricade and the teacher's desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract him.

Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. **Be quiet and wait for the police to arrive.** The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person **MUST** raise his/her hands above his/her head.

**Earthquake:**

In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator. Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

**Rave Mobile Safety Alert System:**

We recommend that you sign up for the Rave Mobile Safety Alert System. It is a new system that replaces the WENS system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up. If you were signed up for WENS it does not roll over. You have to sign up for Rave Mobile Safety Alert System. Go to Saluki Net, go to
my records tab, under SIUC Personal Records, click on View My SIUC Student Records, Under Main Menu click on Personal Information, click on View and Update Addresses and Phones, in the middle of the page click [Update Addresses and Phones], under phones click Primary: This will take you to Update Addresses and Phones – Update/Insert, under primary phone number for this address put in your cell phone and submit. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

**CPR/Defibrillator and First Aid Class:**

If you would like to take a CPR/Defibrillator and/or First Aid class, contact LaVon Donley-Cornett, lavong@siu.edu or call 453-7473.

**Women’s Self Defense Classes** are offered to female students faculty and staff by the Department of SIU Public Safety. For more information contact Officer Mary Stark marys@dps.siu.edu.