

UC 11906 12F

CBM003 ADD/CHANGE FORM

APPROVED APR 24 2013

Undergraduate Council
 New Course Course Change
 Core Category: _____ Effective Fall 2013

or

Graduate/Professional Studies Council
 New Course Course Change
 Effective Fall 2013

1. Department: Health and Human Performance College: CLASS
 2. Faculty Contact Person: Dr. Rey Trevino Telephone: 3-8690 Email: ratrevino@uh.edu

3. Course Information on New/Revised course:
 • Instructional Area / Course Number / Long Course Title:
KIN / 3303 / Sports Communication
 • Instructional Area / Course Number / Short Course Title (30 characters max.)
KIN / 3303 / SPORTS COMMUNICATION
 • SCH: 3.00 Level: JR CIP Code: 31.0504 Lect Hrs: 3 Lab Hrs: 0

RECEIVED OCT 12 2012

4. Justification for adding/changing course: To meet professional/accreditation standards
 5. Was the proposed/revised course previously offered as a special topics course? Yes No
 If Yes, please complete:

- Instructional Area / Course Number / Long Course Title:
 _____ / _____ / _____
 • Course ID: _____ Effective Date (currently active row): _____

6. Authorized Degree Program(s): BS KIN: Sport Administration
 • Does this course affect major/minor requirements in the College/Department? Yes No
 • Does this course affect major/minor requirements in other Colleges/Departments? Yes No
 • Can the course be repeated for credit? Yes No (if yes, include in course description)

7. Grade Option: Letter (A, B, C ...) Instruction Type: lecture ONLY (Note: Lect/Lab info. must match item 3, above.)

8. If this form involves a change to an existing course, please obtain the following information from the course inventory: Instructional Area / Course Number / Long Course Title
 _____ / _____ / _____
 • Course ID: _____ Effective Date (currently active row): _____

9. Proposed Catalog Description: (If there are no prerequisites, type in "none".)
 Cr: 3. (3-0). Prerequisites: Junior Standing and KIN 3360. Description (30 words max.): The role of sport communication and how it highlights the importance of sports, the cultural identities of those engaged in sport communication, and industry practices.

10. Dean's Signature: _____ Date: 10/8/12

Print/Type Name: Sarah Fishman

Instructor Dr. Rey Treviño
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KIN 3303 Sport Communication
Spring 2013 Syllabus
Times TBD; GAR 2xx

Course Description

This course provides a senior-level exploration of the role of sport communication in contemporary cultures. Readings and discussions will address questions about how communication about/in sports highlights the importance of sports, the cultural identities of those who engage in sport communication, and the pervasiveness of sport communication practices in industry.

Course Requirements

1. Reading assigned materials including the book and supplements.
2. Completion of pre-examination.
3. Completion of examinations.
4. Completion of quizzes.
5. Completion of annotated bibliography.
6. Completion of assignments.

Course Outline

1. Introduction
2. Careers
3. History & Growth
4. Strategic Sport Communication Model
5. Personal Sp Comm
6. Organization & Leadership Sp Comm
7. Publishing & Print Sp Comm
8. Electronic & Visual Sp Comm
9. Online Sp Comm
10. Sp Advertising
11. PR & Crisis Comm
12. Research
13. Sociological Aspects
14. Legal Issues

Course Objectives

After completing the course the student should be able to:

1. recognize the connections among sport communication practices and cultures.
2. develop analytical abilities in application of theories and concepts to sport communication practices.
3. watch, analyze, critique, and discuss the media's portrayal of the community of sport.
4. analyze the discourses surrounding sports issues.
5. gain an awareness of the pervasiveness of sport communication in other venues.

Required Readings

Pedersen, P.M., Miloch, K.S., & Laucella, P.C. (2007). *Strategic Sport Communication*. Champaign, IL: Human Kinetics.

Readings as assigned.

Evaluation

Critiques 25% Critical essays on sports publications

Examinations	25%	Three non-cumulative exams
Presentation	25%	Based on class topics
Summaries	25%	Based on guest speakers

Grading

	$87 \leq B+ < 90$	$77 \leq C+ < 80$	$67 \leq D+ < 70$	
A ≥ 94	$83 \leq B < 87$	$73 \leq C < 77$	$63 \leq D < 67$	F < 60
$90 \leq A- < 94$	$80 \leq B- < 83$	$70 \leq C- < 73$	$60 \leq D- < 63$	

Policy for Late or Missing Work

Students are expected to have all assignments completed on the announced dates and times. All assignments are available at the beginning of the course, but have their own separate due date. NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Students with Disabilities

The Center for Students with Disabilities provides academic support services for all UH students who have any type of health impairment, learning disability, physical disability, or psychiatric disorder. Individuals wishing to find out more about these services should contact CSD in Room 305 of the Student Service Center (or call 743-5400/voice 749-1527/TDD). Students requesting reasonable and necessary accommodations for this course (including testing modifications) should contact the instructor as soon as possible (but prior to a deadline).

Academic Honesty

In the Department of Health and Human Performance we take the academic policy seriously. Those found in violation of the policy will be disciplined. Sanctions may include, but are not limited to, a lowered grade, failure on the examination or assignment in question, failure in the course, probation, suspension from the university, expulsion from the university, or a combination of these. <http://www.uh.edu/academics/catalog/policies/academ-reg/academic-honesty/index.php>

Course Communications

By University of Houston policy all students must have activated their campus e-mail address. Students may only contact the instructor using his UH e-mail address, ratrevino@uh.edu or ratrevin@central.uh.edu. Please provide a salutation and your name with every communication.

Blackboard Vista

This course will be supplemented through Blackboard Vista. All materials for the class will be available to the student through this service, which may include but are not limited to: assignments, the syllabus, quizzes, examinations, discussions, additional readings, class notes, class presentations, and course communication.

Additional Information

The following information is designed to help the class run smoothly. The instructor reserves the right to make additions and adjustments as necessary. Some of the writings, lectures, films, or presentations in this course may include material that conflicts with the core beliefs of some students. Please review the syllabus carefully to see if the course is one that you are committed to taking. If you have a concern, please discuss it with the instructor at your earliest convenience.

Tentative Course Outline *Subject to Change*

Week 1 Ch 01	Week 8 Ch 08
Week 2 Ch 02	Week 9 Ch 09
Week 3 Ch 03	Week 10 Ch 10
Week 4 Ch 04	Week 11 Ch 11
Week 5 Ch 05	Week 12 Ch 12
Week 6 Ch 06	Week 13 Ch 13
Week 7 Ch 07	Week 14 Ch 14

Supplemental Readings

- Bellamy, R. V., Jr. (1998). The evolving television sports marketplace. In L. A. Wenner (Ed.), *MediaSport* (pp. 73-87). London: Routledge.
- Boyd, T. (1997). The day the Niggaz took over: Basketball, commodity culture, and Black masculinity. In A. Baker & T. Boyd (Eds.), *Out of bounds: Sports, media, and the politics of identity* (pp 123-142). Bloomington: Indiana University Press.
- Brookes, R. (2002). Mediating sport. In R. Brookes, *Representing sport* (pp. 19-48). New York: Oxford University Press.
- Bryant, J., Zillman, D., & Raney, A. A. (1998). Violence and the enjoyment of media sports. In L. A. Wenner (Ed.), *MediaSport* (pp. 252-265). London: Routledge.
- Butterworth, M. L. (2007). Race in "the race": Mark McGwire, Sammy Sosa, and heroic construction of whiteness. *Critical Studies in Media Communication*, 24(3), 228-244.
- Congalton, K. J. (2009). Competitive eating as sport: A simple recipe for everyone. In Barry Brummett (Ed.), *Sporting rhetoric: Performance, games and politics* (pp. 175-195). New York: Peter Lang.
- Davis, L. R., & Harris, O. (1998). Race and ethnicity in US sports media. In L. A. Wenner (Ed.), *MediaSport* (pp. 154-169). London: Routledge.
- Engen, D. E. (1995). The making of a people's champion: An analysis of media representations of George Foreman. *Southern Communication Journal*, 60, 141-151.
- Hugenberg, B. S., & Hugenberg, L. W. (2006). The NASCAR fan as emotional stakeholder: Changing the sport, changing the fan culture. In J. A. Vlasich (Ed.), *Horsehide, pigskin, oval tracks and apple pie: Essays on sports and American culture* (pp. 166-179). Jefferson, NC: McFarland.
- Kassing, J. W., Billings, A. C., Brown, R. S., Halone, K. K., Harrison, K., Krizek, B., Mean, L. J., & Turman, P. D. (2004). Communication in the community of sport: The process of enacting, (re)producing, consuming, and organizing sport. *Communication Yearbook*, 28, 372-408.
- Matthews, G. (1995). Epideictic rhetoric and baseball: Nurturing community through controversy. *Southern Communication Journal*, 60, 275-291.
- McDaniel, S. R., & Sullivan, C. B. (1998). Extending the sports experience: Mediations in cyberspace. In L. A. Wenner (Ed.), *MediaSport* (pp. 266-281). London: Routledge.
- Nelson, J. (1984). The defense of Billie Jean King. *Western Journal of Speech Communication*, 48, 92-102.
- Oates, T. P. (2007). The erotic gaze in the NFL Draft. *Communication and Critical/Cultural Studies*, 4(1), 74-90.

- Pedersen, P. M., Laucella, P. C., Miloch, K. S., & Fielding, L. W. (2007). The juxtaposition of sport and communication: Defining the field of sport communication. *International Journal of Sport Management and Marketing*, 2(3), 193-207.
- Rodgers, R. P., & Drogin Rodgers, E. B. (2006). "Ghetto Cinderellas": Venus and Serena Williams and the discourse of racism. In D. K. Wiggins (Ed.), *Out of the shadows: A biographical history of African American athletes* (pp. 353-371, 423-428). Fayetteville, AR: The University of Arkansas Press.
- Steffensmeier, T. R. (2009). Sacred Saturdays: College football and local identity. In Barry Brummett (Ed.), *Sporting rhetoric: Performance, games and politics* (pp. 218-234). New York: Peter Lang.
- Vande Berg, L. R. (1998). The sports hero meets mediated celebrityhood. In L. A. Wenner (Ed.), *MediaSport* (pp. 134-153). London: Routledge.
- Wenner, L. A., & Ganz, W. (1998). Watching sports on television: Audience experience, gender, fanship, and marriage. In L. A. Wenner (Ed.), *MediaSport* (pp. 233-251). London: Routledge.