**ROSE STATE COLLEGE**

**Division Course Syllabus**

<table>
<thead>
<tr>
<th>Division</th>
<th>Humanities</th>
<th>Course Prefix and Number</th>
<th>MCOM 2093</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Sports Reporting</td>
<td>Semester and Year</td>
<td>Fall 2017</td>
</tr>
<tr>
<td>Credit Hours</td>
<td>3</td>
<td>Prepared by</td>
<td>Darcy Delaney</td>
</tr>
<tr>
<td>Hours Per Week:</td>
<td>Class: 2</td>
<td></td>
<td>Lab: 2</td>
</tr>
<tr>
<td>Course Description (as it appears in Catalog)</td>
<td>This class is the introduction to sports journalism and more broadly, sports media. Students will be exposed to the history of sports media, in all platforms. Students will report and write in all forms, including social media. This course explores diversity, ethics, economics, and sports writing style.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Prerequisites**: Prerequisite: C or better in ENGL 1113 or concurrent enrollment.

<table>
<thead>
<tr>
<th>Text(s):</th>
<th>Title</th>
<th>Author</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Level</td>
<td>13</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Supplemental Materials**: (Other books, audio visual aids, etc.)

- Required:
  - Field Guide to Covering Sports
    - CQ Press
    - 2010
    - ISBN-10: 1604265590
  - Associated Press Stylebook (2017)
    - Associated Press
    - 2017
    - ISBN-10: 0917360664
Outline for Remainder of Syllabus:

**Rationale:** This course introduces students to sports reporting for multiple platforms. Students will learn the history, diversity, ethics, economics, and how to write in journalistic style.

**Expected Outcomes:**
At the end of the semester, successful students will be able to:
1. Write sports stories, in short form and long form;
2. Gather, evaluate, organize and record sports facts, at games, practice, through social media, statistics, and interviews;
3. Report sports stories, in a variety of media platforms;
4. Understand the role race, gender, and culture play in sports coverage;
5. Discuss the relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media; and
6. Discuss sports reporting ethics and law.

**Methods of Instruction:** Class periods will blend discussion, lecture, in-class participation projects, and audio-visual materials, and will also include quizzes and examinations.

**Assessment (Including Critical Thinking measurements):**
Students will be assessed using quizzes, homework assignments, participation inside and outside of class, and examinations.

**Grade scale:** A’s are earned for work that is logical; coherent; offers abundant, appropriate examples and citations; features outstanding critical thinking skills; and is free of errors (fact, grammar, sentence structure, spelling, etc.). B’s are for work that draws logical conclusions from solid critical thinking skills; is coherent with minimal errors in spelling, grammar, structure, etc.; and presents good citations and examples. C’s are for acceptable work that shows logical and coherent considerations; meets the minimum criteria for content, citations, and examples; and shows consideration for spelling, grammar, structure, etc. D work does not meet assignment criteria; offers few or no citations or examples; shows little logic and/or poor coherence; and has many errors of structure. F’s are for unacceptable work that does not meet assignment criteria; contains no examples or citations; has no logic or coherence; is riddled with errors; and/or plagiarizes. Missing deadlines and being absent will also affect students’ grades.

**Learning Objectives:**
**Unit 1:** Researching, Interviewing, and Reporting for Print
   a) Interview subjects, perform related research, evaluate newsworthiness of information, and organize all data collected. (Outcomes 1, 2, 3, 4)
   b) Based on the information gathered, write a coherent, accurate, and fair print story that conforms to AP Style and features good spelling, grammar, punctuation, and sentence structure. (Outcomes 1, 2, 3, 5)

**Unit 2:** Researching, Interviewing, and Reporting for Broadcast
   a) Interview subjects, perform research, evaluate newsworthiness of information, and organize all data collected. (Outcomes 1, 2, 3, 4)
   b) Based on the information gathered, write a coherent, accurate, and fair broadcast story that conforms to broadcast style. (Outcomes 1, 2, 3, 5)
Unit 3: Researching, Interviewing, and Reporting for the Web
   a) Interview subjects, perform research, evaluate newsworthiness of information, and organize all data collected. (Outcomes 1, 2, 3, 4)
   b) Based on the information gathered, write a coherent, accurate, and fair online story that conforms to online style. (Outcomes 1, 2, 3, 5)

Unit 4: Advertising and Commercial Culture
   a) Discuss the evolution of sports advertising. (Outcomes 1, 2, 3, 4, 5)
   b) Use vocabulary and concepts related to advertising. (Outcome 2)
   c) Discuss the ways advertising is competitively used by the various media and the impact on society. (Outcomes 1, 2, 3, 4, 5)
   d) Discuss the various techniques advertisers utilize to target specific audiences. (Outcomes 1, 2, 3, 4, 5)

Unit 5: Public Relations and Framing the Message
   a) Discuss how the sports media utilize public relations and the impact on specific audiences and society in general. (Outcomes 1, 2, 3, 4, 5)
   b) Write a story from a press conference. (Outcomes 1, 2, 3, 5)

Unit 6: Sports Journalism and Ethics
   c) Discuss media ethics, values held by journalists, and media/government relationships. (Outcome 6)
   d) Use vocabulary and concepts related to ethics, journalism values, and media/government relationships. (Outcome 6)
   e) Compare/contrast the way media are governed in the United States with government in other countries. (Outcome 6)
   f) Discuss how ethics, values, and governmental support affect the way journalists present information, entertainment, and news to audiences. (Outcome 6)

Unit 7: Media Law
   g) Define laws that pertain to media. (Outcome 6)
   h) Use vocabulary and concepts related to media law. (Outcome 2)
   i) Discuss how laws affect the way media present information, news, and entertainment to audiences. (Outcome 6)