COM 4930 section 1B17x
Special Topics in Sports Communication
T 7, Th 7-8

Instructor
Dr. Edmund Kellerman
Rolfs Hall 201: Phone 273-2741 Fax 392-5420
Office Hours: T 4th period and Th 6th period
Reception/Mail: Rolfs 402
Email: ekellerman@ufl.edu

Credits:
3; Prereq: COM 1000 or equivalent. Good writing skills.

Required Reading:

Supplemental Reading:
Griffen, EM, A First Look at Communication Theory, McGraw Hill. Other sources in our discipline.

Course description
The primary purpose of this course is to explore the theoretical foundations for the processes, practices and difficulties that people experience in communication interactions in the sports context. The sports context has exploded both in the salaries and reward structures for participants, but also in the leadership and management possibilities as a professional career, and the demands of communicating competently.

The secondary purpose is to explore the different ways research is conducted. Special emphasis is given to building theories with the goal of encouraging the students to formulate their own opinions based on their original research study.

The goals of this course are to 1) understand the theories of communicating with others in the sports context, 2) formulate timely written opinions about certain issues, 3) apply sports communication theories to a wider range of contexts and 4) to improve written and oral communication and presentation skills. “The writing in such courses will be evaluated on effectiveness, organization, clarity and coherence as well as the grammar, punctuation and usage of standard written English.” UF Policy Guidelines, 2006.

Several distinct areas that will be covered by this course: Perspectives and Approaches, Community and Constituencies, Cultures and Climates, and specific topics of race, gender, and identity.
Your future career depends on the ability to speak, write, and interact with people in social and occupational contexts. Therefore, a variety of assignments will help you improve in those areas.

Your grade is by contract, i.e. you contract for the grade you are working for through the matrix below. Keep in mind that regardless of the submitted reports, to score the A, you must have all 8 précis, at least 240/250 on the final, and attendance and participation within the guidelines.

A précis is a short summary of what you are reading, its theme, its main points, what their research methods were, and your rating of the worth of the article. I expect your writing to be nearly perfect. Otherwise I will return them to you for no credit.

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<thead>
<tr>
<th>Qty</th>
<th>Category</th>
<th>Page Minimum</th>
<th>Word count</th>
<th>Deadline</th>
<th>Pt. Value</th>
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<tr>
<td>8</td>
<td>Precis for the A</td>
<td>1</td>
<td>300</td>
<td>Every other week.¹</td>
<td>25</td>
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<tr>
<td>7</td>
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<tr>
<td>6</td>
<td>Precis for the B+</td>
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<td>300</td>
<td>Must present at least two times.</td>
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<td>Precis for the D+</td>
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| 1   | Final Research Presentation | 3 | 900 | Dec 3 | 250 |
|     | Attendance & participation |   |     |       | 50  |
|     | Missed precis               |   |     |       | -25 |
|     | Total                       |   |     |       | 500 |

All papers must have title and author of source (300 words per page). Final Research presentation Paper must have a minimum of two qualified sources per page (excluding Internet sources), footnoted, or end noted in APA 4th edition or MLA. If your paper has more than one or two mistakes, points will be deducted.

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<th>Wk</th>
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<td>1</td>
<td>Foundations, History, Perspectives</td>
<td>1</td>
<td>9</td>
<td>Performance Identity and Motivation</td>
<td>8</td>
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<tr>
<td>2</td>
<td>Communities and</td>
<td>2</td>
<td>10</td>
<td>Parent-Child</td>
<td>9</td>
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¹ Please check the elearning site deadlines. Plus, the instructor reserves the right to change the deadlines accordingly.
Notes

Your research this term should include a variety of library sources and peer reviewed journals, the articles listed on our Sakai site, and critical analysis and synthesis. If you do not know how to use WebLUIS and Lexis/Nexxi databases for research, make an appointment with the reference librarian today. I will not allow any citation from Wikipedia or Googol.

You will be required to present your research project in concert with a final executive summary. Then you will tell us how important it is and what this adds to our body of knowledge about communication theory.

Attendance policy

Obviously your attendance is required unless you are on official university business. UAA and other college departments will issue us excuse letters automatically however, it is the student’s responsibility to know and plan for all deadlines, including extensions. Please let me know about your schedule and I will work with you.

You may miss up to three class periods this term. After that, 25 points will be deducted from your grade per absence. Remember that Thursday is a double session and counts as such. Save your absences for when you need them, including official university business. If you miss four sessions during the term, a zero will be entered. If you fail to present when you are scheduled, you will drop a full letter grade. Missing a writing deadline will result in a 20 point drop.

Plan on presenting some information twice during the term. Plan on meeting with me to discuss your final project. These individual sessions are mandatory and will count against your attendance grade.

However, should you miss three class sessions and/or meetings in a row (or four total) without informing me as to the circumstances, I will assume you are intending to drop the course and a zero will be entered in the gradebook. Long term absences require your Dean’s approval.

Your responsibilities

I have provided an interesting semester of work for you. Understanding communication and sports and developing professional habits are central to your major,
minor, career, and life. Your responsibility is to come prepared with an article we can discuss that represents something we should know about the weekly topic.

**September 2: Labor Day**  
**November 9-10: Homecoming**  
**November 11: Veterans Day**  
**November 23-26: Thanksgiving**

If you do not attend class, you are still responsible for all deadlines and any changes that occur.

**Academic integrity and academic misconduct**  
Cheating on tests, sale of course notes, accessing materials during an exam, signing another student in are considered grounds for failure of this course and referral to the Office for Student Judicial Affairs. In all matters that cannot be resolved through meeting with your professor, Kellie Roberts, Service Program Supervisor is available to meet with you in Rolfs 401 or by calling the office for an appointment.

All submitted work during the course will be the student's personal, original work, with credit being given to sources used. If a student violates this understanding, evaluations of work must be affected accordingly and if necessary, adjudication will be processed by procedures approved by the University of Florida Honor Court. Additionally, students are expected to participate in class exercises. Disruptive or disrespectful behavior will not be tolerated. Please refer to UF’s Student Conduct & Honor Code, [https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code](https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code).

**Disability and special accommodations**  
Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact me privately, as soon as possible, so we can discuss accommodations necessary to ensure a successful and educational experience. It is the responsibility of the student to notify me and to make the first contact with the Disability Resource Center (DRC). Additionally, written documentation from the DRC must be provided at least one week prior to the date of requested accommodation. Contact the Disability Resources Center ([http://www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) for information about available resources.

Other resources are available at [http://www.distance.ufl.edu/getting-help](http://www.distance.ufl.edu/getting-help) for:
- Counseling and Wellness resources
- Disability resources
• Resources for handling student concerns and complaints
• Library Help Desk support

Right to privacy
The Family Educational Rights and Privacy Act (FERPA) ensures that student records (for any students over 18 years of age) are kept confidential. I will not release grades to anyone other than the student or school officials who are given permission to view a student’s progress—this includes parents, partners, and other students. For more information, see the University of Florida website for The Family Educational Rights and Privacy Act (FERPA).
Types of research:
Ethnography - on site observations in the presence of your subjects

Anecdotal – short stories from your subjects. Many of you will do your first précis summarizing your own ethnic background using anecdotal evidence

Case study – in depth explanation of a single case that may represent the norm or the abnormal

Narratives – stories from your subjects that contain a point, a moral, or instruction. You have to consider both the point of the story and the point of view of the teller.

Historical/Archival – using official government and institutional documents such as laws, edicts, letters, and memos

Scientific journals – articles in journals and chapters in edited books go through the refereeing process. Scholars in the field examine the research design and methods of the researchers and recommend publication, changes, or rejection

Associative – low level connections between two phenomena. i.e. the presence of one occurs in the presence of the other

Correlation – moderate level association where one phenomena mirrors the other in power

Causal – highest level association where one factor has a definite influence on the other. You must consider the influence of all factors to isolate the causative one.

General bibliographic citation style:
