

# Sport Media and Culture (SMC)

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This is a list of courses with the subject code SMC. For more information, see Journalism and Mass Communications (College of Liberal Arts and Sciences) in the catalog.

### **SMC:1000 First-Year Seminar** 1 s.h.

Small discussion class taught by a faculty member; topics chosen by instructor; may include outside activities (e.g., films, lectures, performances, readings). Requirements: first- or second-semester standing.

### **SMC:1050 Sport and the Media** 3 s.h.

Examination of sport and media's intimate relationship; aesthetic, cultural, political, economic, and industrial factors that shape it. Same as JMC:1050.

### **SMC:2084 Sport and Film** 3 s.h.

Sport films as means of exploring contemporary ideas about sport in the U.S.; focus on narrative structure, characterization, historical, and political contexts; formal aspects of film analysis (e.g., editing, lighting, cinematography). Same as AMST:2084, JMC:2084, SPST:2084.

### **SMC:2101 Digital Media and the Future of Sport** 3 s.h.

Emergence and significance of internet blogs, social media, convergence journalism, video games, and fantasy sports; economic, regulatory, and cultural forces that shape new media sport journalism and entertainment. Same as AMST:2101, JMC:2101, SPST:2101.

### **SMC:2400 Sport Media and Culture Experience** 1-3 s.h.

Educational opportunities involving small groups of students in unique sport media or sport culture experiences; students serve as consultants for an organization; in-class preparation complements off-campus work with a designated industry partner; the organization will vary according to faculty expertise, industry partner availability, and location.

### **SMC:2500 Sport and Technology** 3 s.h.

Connections between sport and technology; performance enhancement to Paralympians, sex testing to scientific racism, Fitbits to e-sports, data analytics and journalism; cultural approaches to understanding how science, medicine, and technology impact active bodies, sporting industries, and infrastructure; debates regarding risks and responsibilities; exploration of various roles (e.g., athletes, administrators, architects, engineers, programmers, trainers) in creating and sustaining past, present, and future of sports. Same as SPST:2500.

### **SMC:3182 Sport, Scandal, and Strategic Communication in Media Culture** 3 s.h.

Use of sport scandal to consider relationship between sport and media in American and global popular culture; broad range of case studies used to consider what constitutes a sport scandal, how this definition shifts in different circumstances; crucial roles media play in creating, communicating, and diffusing these crises; how phenomenon of sports scandal has intensified along with emergence of cable television, internet, and social media. Same as JMC:3182, SPST:3182.

### **SMC:3184 Narrative Sports Journalism** 3 s.h.

Historical review of long-form sports journalism to understand development of subjects, form, and technique of sports coverage and long-form nonfiction writing; students read several long-form articles and books that incorporate reporting about sports, and propose an original long-form work about sports. Same as JMC:3184, SPST:3184.

### **SMC:3186 Athletes, Activism, and Social Media** 3 s.h.

Examine the relationship between sport and media. Media create many of the values, beliefs, feelings, and problems commonly connected to sports. Sports cannot be properly understood without taking into account their relationship to media. Same as JMC:3186.

### **SMC:3187 American College Athletics: A Big Money Tradition Unlike Any Other** 3 s.h.

Explore the series of events that led college football to go from almost being banned by the government to being an industry worth more than \$20 billion. Students will learn about the social, cultural, and financial history of college athletes to better understand how we got to where we are and where we might be going. Same as JMC:3187.

### **SMC:3188 Staging the World's Game: Soccer and Media** 3 s.h.

Explore the complex relationship between soccer and the media companies that cover it; discuss television contracts; read about and discuss the role of video games and fantasy sports, the growth of women's soccer, television documentaries and dramas that introduce U.S. audiences to the European game, how governments and corporations use soccer to launder their international reputations, and how fans use social media to mobilize collective action. Same as JMC:3188.

### **SMC:3540 The Business of Sport Communication** 3 s.h.

Critical and practical approach to understanding contemporary sports media and business practices that mark it; focus on sports media industries and institutions; branding, marketing, demographic, public relations, and promotional factors that shape content. Same as JMC:3540, SPST:3181.

### **SMC:4500 Sport Media and Culture Capstone** 3 s.h.

Application and practice of classroom experience through a specific project with guidance from a faculty member. Prerequisites: (JMC:1050 or SMC:1050 or JMC:3183 or SPST:3175) and (SPST:1074 or AMST:1074 or GWSS:1074).