

MMC 6936: Globalizing American Sports

Spring 2025

College of Journalism and Communications, University of Florida

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Course Text: All Readings and Resources will be available online or given in class.

Overview

The NBA is hosting two basketball games in the French capital, Paris. You will travel there to provide media coverage of the event. The coverage will focus mostly on social/cultural aspects (e.g., basketball in French culture, differences between French league rules and NBA rules, NBA fans in Paris, etc.) rather than athletic/results-based. Access to either game is not guaranteed. You are free to buy tickets to it if you wish.

Course Learning Objectives

The five main goals of this short-term program are:

1. Learn to collaborate with people from another country to explain and think critically about international issues, including but not limited to the influence of media on societies and the global sport industry through employing a wide variety of teamwork skills, intercultural communication and social interaction skills;
2. Develop an ability to identify and respect cultural and linguistic differences to be more effective communicators and writers.
3. Gain practical experience in advanced and specialized news coverage;
4. Strengthen your competence in producing stories based on information obtained from primary sources and in a fast-paced environment;
5. Work through and hone your problem-solving skills.

Some Rules

1. Professionalism

Respect your classmates, their work and their views. Be polite, professional and respectful when expressing yourself. Also respect cultural differences, which you will definitely come across in this class. Finally, be present at all study abroad excursions! Remember that, when abroad, you are representing yourself, our program, our college and UF as a whole.

2. Preparation

As the old adage goes, "by failing to prepare, you are preparing to fail." We have little time in Paris, you must prep your reporting as much as possible ahead of time!

3. Deadlines

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm, especially in the media industry. You are responsible for turning in all assignments, stories and projects on the date and time they are due. If you want to get ahead, you are welcome to. Exceptions *may* be made for extraordinary circumstances if you notify your instructors before the due date. Communicate with us!

4. Feedback

Some assignments will be discussed as a class, so your work may be critiqued by your peers. While this can be uncomfortable, it is much better to get such criticism in class than from Internet trolls. Of course, refer to rule #1 when you are doing the critiquing.

5. Honor Code

All students are expected to follow the University of Florida Honor Code. The full text of the Honor Code can be found on the [Dean of Students Office's website](#). Any violation of the academic integrity expected will result in a minimum academic sanction of a grade of zero on the appropriate assignment, and the student being reported to the journalism department. Note that plagiarism specifically is unforgivable in journalism. It essentially ends a journalist's career.

6. Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu>) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

7. Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. They typically open during the last three weeks of the semester. Announcements will be made giving specific times when they are open. Summary results are available at the URL above.

Study Abroad

Students and instructor will be traveling to Paris to cover NBA games played there. You cannot pass this class without going on this study abroad program. You will miss almost a week of on-campus classes from Jan. 21 to Jan. 26, 2023. **You must work with your other professors to see if you can work ahead or catch up when you get back.**

Our time in Paris is short, so you will not fully immerse yourself in French culture. However, this program mirrors the professional experiences of media professionals: you have only a few days to understand some of the dynamics in the host culture before writing about them. It provides an incredible training experience, in line with CJC's "teaching hospital" method of communication education. Through this program, you will gain a better understanding of the importance of the preparation or "pre-production" stage in content creation work.

Course Outline (subject to change)

| Week | Topic |
|--------|---|
| Week 1 | Attend group meeting on Monday, Jan. 13. Course intro. Discuss story ideas. |
| Week 2 | Paris from Jan. 21 to 26 |
| Week 3 | Settling back in Gainesville — Uploading reflecting notes / visuals |
| Week 4 | Reflecting assignment #1 |
| Week 5 | Attend individual meeting (date/time TBD) |
| Week 6 | Reflecting assignment FINAL |
| Week 7 | Attend individual meeting (date/time TBD) |
| Week 8 | Course conclusion |

Course Grading

You will be graded in accordance with [UF policies](#) out of 200 points:

| Evaluation Components | Points Per Component | % of Total Grade |
|-------------------------|----------------------|------------------|
| Study abroad attendance | 50 pts | 25% |
| Executing | 100 pts | 50% |
| Reflecting | 50 pts | 25% |
| Total | 200 pts | 100% |

Detailed instructions and rubrics are available on Canvas.

Note that for every assignment or project, errors of fact (including misspellings of proper names) will lower your grade by 20% each time they appear. Easily avoidable mistakes (missing words, typos, basic spelling or grammatical errors) will each cost 5%.

Final grades will be calculated with the following table:

| | | | | | |
|----------------------|----|----------------|---|----------------|----|
| | | 185-200 points | A | 180-184 points | A- |
| 175-179 points | B+ | 165-174 points | B | 160-164 points | B- |
| 155-159 points | C+ | 145-154 points | C | 140-144 points | C- |
| 135-139 points | D+ | 125-134 points | D | 120-124 points | D- |
| 119 points and under | F | | | | |

Additional policies and information

1. Health and wellness resources on campus

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).
- *University Police Department*: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center*: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road,
- Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

2. Academic Resources

- *E-learning technical support*: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- *Career Connections Center*: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library Support*: Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center*: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.
- *Writing Studio*: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus*: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).
- *On-Line Students Complaints*: [View the Distance Learning Student Complaint Process](#).