

CMS 329 Sports News Writing

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab:

Other:

Catalog Course Description: Take me out to the ballgame, but make sure I have a pencil and paper in hand. This course teaches broadcasters how to analyze and write content for covering sporting events.

Pre-requisites: NA

Co-requisites: NA

Course Learning Outcomes:

At the conclusion of this course, students should be able to:

1. Track and interpret basic statistics and data to inform event coverage as well as enterprise sports stories.
2. Comfortably conduct interviews in a variety of settings, from sidelines to press conferences to locker rooms.
3. Frame questions that elicit insightful, interesting answers, even in chaotic post-game situations.
4. Cover a sports event on deadline, using multiple platforms.
5. Understand the concept of second-day story angle and apply it to sports events.
6. Identify and write interesting sports profiles and enterprise pieces.

Topics to be studied:

At the conclusion of the course, students will have a basic understanding of the following:

- Sports broadcast news gathering techniques
- Professional procedures for sports media announcers
- Recording live games, promos and other sporting activities
- Procedures for planning and presenting a sports radio program
- Producing, writing and editing voice record productions
- Live and follow-up sports writing approaches
- Game coverage
- Blogging for a general audience

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	x
Students will demonstrate an ability to evaluate and critique their own and others' communication.	x
Students will exhibit strong listening skills.	x
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	x
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	x
Students will exhibit creativity and innovation in the delivery of messages.	x

Students will competently analyze an audience to create effective messages.	x
Students will articulate the role of ethics in media and communication.	x

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	x
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	x
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	x
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	

Special requirements of the course:

Student must maintain a portfolio of all work throughout the semester.

Additional information:

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