

COMM 400: Global Networks of Sport

4 Units

Fall Mon/Weds 8:30-9:50

Location: ASC 328

Instructor: Rook Campbell, PhD

Office Hours: Mon & Weds, 11:30 to 1:30

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I. Course Description

Beginning with the literatures on globalization, this course focuses on specifying the nature of global technologies, media, money, and labour in the sector of sport. Through an interdisciplinary approach, this course examines global sport from the labour level of athletes up through the sport industry's multiple stakeholders. As we investigate both the deviant and regulatory networks of this global market and cultural sector, students will obtain both a critical and a practical understanding of sport profitability in a context of globalization.

II. Overall Learning Objectives and Assessment

By the end of the course students will be able to:

- Understand globalization in terms of its specific market imperatives, institutions and relations that configure the sport sector.
- Analyze the cultural dimension of globalization
- Assess the global market strategies of sport governance and their implications for states and societies.

III. Attendance & Class Policy

Students are required to attend class regularly, to contribute to class discussions, and to do weekly reading. Attendance in lecture is important: there is significant material covered in lecture that is not in the reading and you cannot pass the course if you do not attend most of the lectures. There are several writing assignments for this class, and because the lectures, discussions, readings and course assignments are all vitally linked, it is critical that you keep up with the schedule.

Students who miss more than **three lectures** will have their grades reduced and risk failing the course.

IV. Grading Breakdown

Assessment Components	Points	% of Grade
Seminar Participation		20
Response Papers (3)		25
Midterm (12 October)		25
Final Paper (2 December)		30
TOTAL		100%

V. Assignment Submission Policy

There are three response papers and a final term paper due in this class. The details of each response paper will be given in a prompt approximately one week before the papers are due (due dates are noted in the syllabus). Papers must be presented in hard copy (not as an email attachment) and late papers will not be accepted. If you have an emergency that impacts your ability to turn your paper in on time, you need to contact the professor **before** the paper is due.

VI. Required Texts

Allison, Lincoln (ed). 2005. *The Global Politics of Sport: The Role of Global Institutions in Sport*. New York: Routledge.

Giulianotti, Richard; Robertson, Roland. 2009. *Globalization and Football*. Sage, London.

Gratton, Chris; Liu, Dongfeng; Ramchandani, Girish; Wilson, Darryl. 2012. *The Global Economics of Sport*. Routledge, New York.

Hutchins, Brett; Rowe, David. 2012. *Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport*. Routledge, New York.

VII. Course Schedule COMM 400: Reading and Weekly Breakdown*

***Important note to students:** Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.

Week One: 24 & 26 August

Overview: Specifying the “Global” of Modern Sport

Week Two: 31 August & 2 September

Global Governance of Sport: Structures, Stakeholders, & Relations

Week Three: 9 September

Sport and the Information Economy

Week Four: 16 September*

Transnational Media: Audiences & Broadcast Rights

Week Five: 21 September*

Financial Flows: Media Mergers, Third Party Ownership & Financial Fair Play

Week Six: 28 & 30 September

A Global Division of Labour

Week Seven: 5 & 7 October

***Glocalization*: The Transnational in the Local**

Week Eight: 12 & 14 October

Global Superstars & Brands

Week Nine: 19 & 21 October

Marketing and Sponsorship on a Global Scale

Week Ten: 26 & 28 October

Global Fandom and Digital Communities

Week Eleven: 2 & 4 November

Time-Space Compression

Week Twelve: 9 & 11 November

Circuits and Flows of Commodity Spectacle

Week Thirteen: 16 & 18 November

Global Citizenship & Sport’s Promises of Global Do-Gooding

Week Fourteen: 23 November

Research Workshop

Week Fifteen: 30 November & 2 December Assessing the Bounty and Costs of Global Sport

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards*<https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC’s schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. *The Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing.