

Application
Beijing Foreign Studies University
2020 International Summer Session
Course Description and Course Syllabus

Instructor:

Prof. Dr. Thomas Horky
(Full Professor, Macromedia University of applied Sciences)

Course:

European Sports and Media

(as required, this course was held similar in 2018, spring term of Indiana University/USA)

Course Language:

English (German, if preferred)

Course Type/Class Arrangement/Subject/Teaching Methods:

Course Type: Lecture or Seminar, Type B (July 6 - 31, Tuesday/Thursday, 14:00 - 18:00)

Course Subject: Communication and Mass Media (1) / Sports

Teaching Methods: Lecture (ppt) and several guided Course Discussions in class with some Examples of practical impact and leaded instruction

Course Description and Overview:

This course provides an overview on the German and European media and sports landscape and structures, so the overall subject are related to communication and mass media, as well as sports sociology and journalism. In a first part of the class, the students will learn about contents, structure and organization of print media, TV, radio, online media outlets, and social media in

European countries, as well as the dichotomy between public service and private media. In class, examples for different forms of journalism in news and sports will be presented and discussed, particularly in comparison to Asian (Chinese) media offers with notes to the political impact on society.

In the second part of class, an introduction in history and influence of European sports on society, the organizational structure of leagues and associations with clubs as a fundament, as well as a differentiation between clubs and franchise systems will be presented. The class will also examine the different ways that football clubs in Europe market themselves through media with the league's differentiation between centralized and single marketing on TV rights, as well as the relegation system. In addition, this course provides examples from some top class German sports leagues and their structure, as well as the organization and reception of big media sport events in Europe like the Olympic Games and Football World Cup or European Championships. All topics will be particularly compared to Asian sports organization and the impact on the future of society.

This course also will introduce the students to some typical German and European sports and its media coverage, as well as forms and functions of several outlets for sports journalism. By the end of this course, students will have an in-depth understanding of how European sports media functions, and will be able to identify the similarities and differences between that functionality and what is found in other nations and continents like China (Asia), Africa or the United States (North America). Students are strongly encouraged to supplement their learning in this course with readings of material offered by the instructor, and they will have to do some assignments for better understanding of the course's content.

Course Textbooks:

Readings (provided as pdf by the instructor in class):

- Breuer, C., Feiler, S., & Wicker, P. (2015). Sport Clubs in Germany. In C. Breuer, R. Hoekman, S. Nagel, & H. van der Werff (eds.), *Sport Clubs in Europe. A Cross-National Comparative Perspective*. Heidelberg: Springer, pp. 187-208.
- DFL (2019). *The 2019 Report Bundesliga. The Economic State of German Professional Football*. Deutsche Fußball Liga GmbH, Retrieved from: bundesliga.de.
- DOSB (2017). *Profile of German Olympic Sports Confederation*. Deutscher Olympischer Sport Bund, Retrieved from: dosb.de.
- Horky, T. (2016). *Sports and Media in Germany: Historic Milestones and Key Facts about Football and Sports Media in Germany*. *Journal of Chengdu Sport University*, 42(2), 1-7.
- Horky, T., & Grimmer, C. G. (2014). *The Football World Cup 2010 in the German Media: Presenting and Constructing a Major Sporting Event*. In: Chari, T. & Mhiripiri, N. A., *African Football, Identity Politics and Global Media Narratives. The Legacy of the*

- FIFA 2010 World Cup. Houndmills, Basingstoke/Hampshire: Palgrave Macmillan, pp. 207-230.
- Horky, T., & Nieland, J.-U. (2013). Germany. In T. Horky, & J.-U. Nieland (eds.), *International Sports Press Survey 2011. Quantity and Quality of Sports Reporting*. Norderstedt: BoD, pp. 44-61.
 - Marschke, D. (2015). *Sports Clubs A German Success Story*. Goethe-Institut e. V., Retrieved from: <https://www.goethe.de/en/kul/mol/20575864.html>.
 - McKinsey & Company (2015). *The Bundesliga as a Growth Engine. The significance of professional football for the German economy – 2015 edition*. McKinsey & Company Inc., Retrieved from: bundesliga.de.
 - Nagel, S., Schlesinger, T., Wicker, P., Lucassen, J., Hoekman, R., van der Werff, H., & Breuer, C. (2015). Theoretical Framework. In C. Breuer, R. Hoekman, S. Nagel, & H. van der Werff (eds.), *Sport Clubs in Europe. A Cross-National Comparative Perspective*. Heidelberg: Springer, pp. 7-27.
 - Rohde, M., & Breuer, C. (2017). The market for football club investors: a review of theory and empirical evidence from professional European football. *European Sport Management Quarterly*, 17(3), 265-289.
 - Thomaß, B., & Horz, C. (2017). Germany - Media Landscape. *European Journalism Centre (EJC)*, Retrieved from: MediaLandscapes.org
 - Woratschek, H., Schafmeister, G., & Ströbel, T. (2007). A new paradigm for sport management in the German football market. In M. Desbordes (ed.), *Marketing and Football. An international perspective*. Oxford: Elsevier, pp. 163-185.

Additional Readings (provided as pdf by the instructor in class):

- Grimmer, C.G., & Horky, T. (2018). Twitter and sports journalism in Germany: Application and networks during the Sochi 2014 Winter Olympics. *Journal of Media and Communication Studies*, 10(6), 65-77.
- Horky, T., Baranovskaa, M., Grimmer, C.G., Jakubowska, H., & Stelzner, B. (2019). Television Sport Journalism at the UEFA Euro 2016 Championships: A Comparison of Live Commentary From Four Countries. *International Journal of Sport Communication*, 12(2), 234-259.
- Horky, T., Clavio, G. & Grimmer, C.G. (2018). Broadcasting the World Cup: A multinational comparative Analysis of Broadcast Quality in the 2014 World Cup. *Soccer & Society*.
- Pons, F., & Standifird, S. (2007). Marketing of professional soccer in the US: some lessons to be learned. In M. Desbordes (ed.), *Marketing and Football. An international perspective*. Oxford: Elsevier, pp. 395-414.

Course Objectives:

Throughout this course, students will:

- Demonstrate an understanding of the history and role of institutions and organizations in German/European sports and mass media structures
- Demonstrate an understanding of issues relating to peculiarities in European sports like clubs, relegation, marketing rights
- Develop and implement critical thinking skills on sports and mass media
- Learn and produce skills about European sports media coverage
- Learn to critically evaluate their own work and the work of others
- Apply convergence principles to sports and mass media

Course Policies:

1. Students are expected to read all assigned readings prior to class. For instance, if a chapter or a reading is assigned for Tuesday, then it needs to be read *before* that day, so that it can be discussed and debated in class effectively.
2. Likewise, students are expected to turn in all assignments on time, and in the appropriate format (more on that below). Any assignment that is turned in late is subject to an automatic 10% reduction in grade, per 24 hours it is late. The only exceptions for this are legitimate medical emergencies, which must be communicated to the professor or teaching assistant directly. In all other cases, the work must be turned in beforehand.
3. Exams or Quizzes will only be administered on the date listed. If students miss an exam, they'll have to take a different make-up exam or quiz, with a point penalty.
4. In order for students to be excused for a religious holiday, they must turn in a form documenting the holiday within the first two weeks of class.
5. Academic and personal misconduct will not be tolerated. The instructor expects every student to accept and abide by these policies. *Cheating and plagiarism will absolutely not be tolerated.* Plagiarism is the copying or paraphrasing of any work from another source without proper written acknowledgement. Additionally, no work may be turned in that was used for a past course, and students may not use another student's work from a previous or current semester or course.
6. Students who choose to disrupt the classroom environment will be asked to leave.
7. The instructor encourages students with disabilities to notify him or the teaching assistant *early in the summer session* if they need any special assistance or are using a note-taking service.
8. Students are expected to participate in class. While there will be some variation in participation from one student to the next, everyone will be expected to take part in class discussions.

Assignments and Points:

<u>Assessment</u>	<u>Points</u>
Personal Sports and Media Assignment	10
Chinese Sports and Media Assignment	10
Assignment Clubs and Franchise System	10
Assignment Marketing of TV Rights	10
Assignment Relegation	10
Attendance and Participation	10
Assignments and Quizzes	40
Final Analysis Paper	80
Reflection Paper	20

200 Points total

Grading Scale:

93% - 100%	A
90% - 92%	A-
87% - 89%	B+
83% - 86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
63% - 66%	D
60% - 62%	D-
0% - 59%	F

Personal Sports and Media Assignment (10 points): For this assignment, the students will be talking about themselves, their sports and media usage, and describing their interest in taking this course. The students have to deliver a at least 1:30-minute-video of themselves.

They need to answer the following items:

- 1) What's their name?
- 2) Where are they from?
- 3) What's their major, and what year are they in school?
- 4) Why are they taking this course?
- 5) What kind of sports do they are doing, and what different media do they use personally?

Chinese Sports and Media Assignment (10 points): For this assignment, the students will be writing a paper that describes what they believe to be the biggest sports and media event in China. They will need to craft an argument for why they feel this way, and justify their choice using data. Students have to turn in a one page written submission.

Panel Discussion Assignments (total 30 points): Students will be assigned to groups, and asked to take part in three panel discussions of current German/European sports and media topics. The rubric for this assignment is as follows:

- **Assignment Clubs and Franchise System (10 points):**
For this panel discussion, students have to be prepared for at least three arguments both pro and contra related to the different forms of sports organizations/institutions in Europe, the US, and China on topics like clubs or franchises. Further instruction will be given in class.
- **Assignment Marketing of TV Rights (10 points):**
For this panel discussion, students have to be prepared for at least three arguments both pro and contra related to the different ways of marketing TV rights on topics like centralized or singular TV rights marketing. Further instruction will be given in class.
- **Assignment Relegation (10 points):**
For this panel discussion, students have to be prepared for at least three arguments both pro and contra related to the different system of sports leagues in Europe, the US, and China on topics like relegation and salary cap. Further instruction will be given in class.

Attendance and Participation (10 points): Students are expected to attend all classes for this course. There will be two allowed absences for any reason, but after that students will start losing points.

Assignments and Quizzes (40 points): Students will be tasked with several exercises throughout the course of the semester, which are intended to proof their learning and improve their content production skills, knowledge of sports media, and understanding of the German/European sports world. Students will also be quizzed on aspects of the readings throughout the semester.

Final Analysis Paper (80 points): For this big final assignment, students will be required to write a full analysis of a European sporting event that takes place during the year. Such events include Champions League Football matches, F1 Racing events, and other Euro-centric events. Students will be required to research the event ahead of time, writing a section of the analysis that focuses on the history of the event and its present-day context. They must also watch the event, and write observations on the way the game is played and officiated, the way the event is structured, and the people involved. The paper should have a length of 1,500 - 2,500 words.

Reflection Paper (20 points): This is the last short assignment for the class. In this paper, students need to write at least one page about their experiences in the class. They should focus on two things:

- 1) Which of the class projects did they find most interesting or helpful? Did it change their perspective on that aspect of sports media?
- 3) From the start of the class to now, do they have any better sense of what are the advantages/disadvantages of German/European sports and media in correlation to China?

Course Schedule:

Date	Subject	Readings/Work Due
Tuesday 7/7	<ul style="list-style-type: none"> - Introduction to course - Personal Introduction and Chinese media and sports organizations - Investigation of biggest media and sports organizations in Europe and China 	Personal Sports and Media Assignment due Chinese Sports and Media Assignment due
Thursday 7/9	<ul style="list-style-type: none"> - German/European media landscape I (print) - German/European media landscape II (print, daily sports papers) - German/European media landscape III (TV/Audio, public vs private) - German/European media landscape IV (Online/Social Media) 	Reading Thomaß & Horz (2017) Quiz I
Tuesday 7/14	<ul style="list-style-type: none"> - German/European sport system I (history, development) - German/European sport system II (peculiarities, clubs) - German/European sport system III (DOSB, DFB, DFL, Bundesliga) - German/European sport system IV (structure of football clubs) 	Reading Breuer et al. (2015) and Horky (2016) Reading Marschke (2015) Reading DOSB (2017) and DFL (2017)
Thursday 7/16	<ul style="list-style-type: none"> - Discussion: clubs vs franchise system - German/European sport system V (football marketing of TV rights) - Discussion: centralized vs single marketing of TV rights 	Assignment Clubs and Franchise System due Assignment Marketing of TV Rights due
Tuesday 7/21	<ul style="list-style-type: none"> - German/European sport system VI (Champions League, World League) 	

	<ul style="list-style-type: none"> - German/European sport system VII (Top 3 Leagues, Germany) - German/European sport system VIII (Top 3 Leagues, Germany vs China/US) - Discussion: relegation 	Assignment Relegation due
Thursday 7/23	<ul style="list-style-type: none"> - Sports media events in Germany/Europe I (Olympic Games) - Sports media events in Germany/Europe II (Football World Cup/European Championships) - Sports media events in Germany/Europe III (other sports) 	Reading Horky & Grimmer (2014) Quiz II
Tuesday 7/28	<ul style="list-style-type: none"> - Guests - Reflection and Advise for Final Analysis Paper 	
Thursday 7/30	<ul style="list-style-type: none"> - Future of German/European sports and media landscape I - Future of German/European sports and media landscape II - German/European sports watch party - Closing remarks 	Assignment Final Analysis Paper due Assignment Reflection Paper due