

CMST 5889 - Theory of Sports and Communication

Fall 2026 Syllabus, Section 01, CRN 43896,

Credit hours: 3

Instructor

Jeffrey Tyus

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Public Instructor Information

Professor: Dr. Jeff Tyus

Professional Qualifications:

Ph. D., Interpersonal Communication, The Ohio University, 1999

Master's, Telecommunication, The Ohio University, 1995

Bachelor's, Telecommunication, The Ohio University, 1993

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Course Description

5889. Theory of Sports and Communication. CMST 5889. An overview of sports and communication, their symbiotic relationship and the social, cultural, and political impact of that relationship. Prereq.: Junior Standing. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Links to research articles found in Blackboard		

Each week features scholarly research articles for you to read. The links to those articles are listed in Blackboard.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/25		Go over the Syllabus	Start looking for articles for your Discussion Leader assignment
9/1	Media, Sports, and Society	History of Sports Communication	
9/8	Flag on the Play: Colin Kaepernick and the Protest Paradigm Athletes and/or Activists: LeBron James and Black Lives Matter	Framing Theory in Sports	
9/15	H-Town Takeover: Social Media Agenda Setting and Branding Efforts at the University of Houston	Agenda Setting Theory in Sports	
9/22	Towards a sociological understanding of football hooliganism as a world phenomenon	The Study of Hooliganism	
9/29	Types of Fantasy Sports Users and Their Motivations	Uses and Gratification Theory	Due 10/1 at 11:59pm: lms_1782219_1



10/6	Sex Identification and the Love of Sports: BIRGing and CORFing Among Sports Fans	BIRGing/CORFing and Social Identity Theory	
10/20	Performative Sport Fandom: An approach to retheorizing sport fans	Performative Sports Fandom Theory	
10/27	The role of mediated sports programming on implicit racial stereotypes	Race in Sports	
11/3	Boys in the Booth: The Impact of Announcer Gender on Audience Demand	Gender in Sports	
11/10	Gambling Disorder in the College Student-Athlete Population: An Overview	Sports Fans and Sports Gambling	
11/17	Mascots, Myths, Monuments, and Memory 06 – Contested Symbols in Sports and American Culture (Video shown in class)	Symbolism and Sports	Due 11/19 at 11:59pm: lms_1782220_1
11/24	An Examination of Fan-Athlete Interaction: Fandom, Parasocial Interaction, and Identification	Para-social Interactions	
12/1	"We All Go Through It": Media Depictions of Mental Illness Disclosures from Star Athletes DeMar DeRozan and Kevin Love	Crisis Communication in Sports Job opportunities in Sports Communication	Due 12/3 at 11:59pm: lms_1782217_1
12/8		Final Paper—due Dec. 8 Final Presentation—due Dec. 10, 1-3 PM	Due 12/8 at 11:59pm: lms_1782216_1

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.