OPEN TO ALL STUDENTS
JOUR 499
The Athlete, Sports Media and Popular Culture

JOUR 499 – 21495R – 4 Units – Tuesday – 6:30 to 9:50 p.m.
Annenberg Auditorium (ASC G26) – Fall 2017

Sports in America are not only big business, but also have deep cultural significance and relevance to millions of people across all levels. Sports convey many of the ideals concerning the public’s perception of competition, hard work and overcoming adversity. Sports touch on profound social issues of race, class and gender. This course will examine how athletes and the sports media are portrayed in movies and television, and what effect this has on our perception of our athletes and the news media.

Instructors:
Jeff Fellenzer has more than three decades of experience in sports media, sports management and college education, and as an entrepreneur. He is a senior lecturer at USC Annenberg, teaching “Sports, Business, Media” and “Sports and Media Technology.” In a 2012 survey of students, his “Sports, Business, Media” class was voted the No. 4 most popular class at USC. In 2014, Fellenzer was featured in Annenberg TV News’ series on “USC’s Most Inspirational Professors.” Since 2007, he has been one of 43 people in California, 925 in the United States, who serve as official voters for the Heisman Trophy, college football’s most prestigious award. Fellenzer is a member of the Screen Actors Guild, having appeared in sports films “Cobb” and “Blue Chips.”

Joe Saltzman is a professor of journalism and communication at USC Annenberg. Before coming to USC, Saltzman was a senior writer-producer at CBS in Los Angeles. His documentaries and news specials have won more than 50 awards, including the Alfred I. duPont-Columbia University Award in Broadcast Journalism (broadcasting’s equivalent of the Pulitzer Prize), two Edward R. Murrow Awards for reporting, five Emmys and four Golden Mike awards. A tenured professor, Saltzman is the winner of several teaching awards, including the Scripps-Howard National Journalism and Mass Communications Professor of the Year and the USC Associates Teaching Excellence Award. He is Director of the Image of the Journalist in Popular Culture (IJPC), a project of the Norman Lear Center, and the leading expert in this field.

Any questions? Email Prof. Fellenzer jfellz@aol.com or Prof. Saltzman at saltzman@usc.edu