

Western University  
Faculty of Health Sciences  
**School of Kinesiology**

**Kinesiology 4465G - Social Theory of Sport and Exercise / online  
Winter 2022**

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| Instructor: Dr. Michael Heine<br>Office: 2225-B, 3M Bldg<br>Email: mheine@uwo.ca<br>Phone: 519/661-2111x84113<br>Office Hrs: Mo. 10.00-12.00h / Zoom<br>TAs: | <b>Lectures:</b> online, one segment per week<br><br><b>Room:</b> OWL online platform |
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**NOTE:** All course information including grades, assignment outlines, deadlines, etc. are available via OWL. Check the website regularly for course announcements





**Segment 4: APPLICATION—ANALYZING ADVERTISEMENTS  
THEY'RE MAGIC - BUT WHAT DO THEY ACTUALLY SAY?**

They surround us, we consume them 24/7. Or is it ads that consume us? In this step, we will consider the history of advertising as a cultural form, and its effects in the contemporary world of sports. We will argue that the impact of advertisements on our understandings of healthful exercise is particularly strong.

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R-22 O'Bonsawin, C.2010. "A Coast Salish Welcome: The 2010 Vancouver Opening Ceremony and the Politics of Indigenous Participation." In: R.K. Barney (ed.). *Rethinking Matters Olympic: Investigations into the Socio-Cultural Study of the Modern Olympic Movement*. London, ON: ICOS. 255-264. [la84.org]

### Segment 11: GLOBALIZATION — THE WIDER PERSPECTIVE

Continuing on from the global Olympic theme discussed in Segment 10, we take a wider view on the meaning and impacts of the term 'globalization.'

Readings / Viewings

O-11





research topic. The written topic proposal must be cleared with the instructor. The length for this assignment is about 2,500-3,000 words. Supporting documentation on the production of a term paper is posted on OWL.

Deduction for late submission: 2% of 30% / day

### **Tech Support**

In case of online problems please use the following options:

- Contact the ITS Help Desk at (519) 661-3800. For hours and additional contact information please visit <http://www.uwo.ca/its/helpdesk>.
- OWL troubleshooting and help information is available in the OWL Documentation Site. To join the site:
  - Log into OWL (<http://owltoo.uwo.ca/>)
  - From My Workspace, select Membership from the left-hand side
  - Click the "Joinable Sites" link at the top
  - Find "OWL Documentation" in the list of Joinable Sites
  - Click the "Join" link
  - Click the "Home" link at the left to refresh the page
  - The site "OWL Documentation" will now be one of your active sites

### **Course/University Policies**

#### **1. Statement on Use of Personal Response Systems (“Clickers”)**

If Personal Response Systems (“Clickers”) are used in the course, a reference to the Guidelines for their use (Guidelines are shown below). Instructors are to communicate clearly to students information on how clickers are used including: how the student’s privacy will be protected, how clickers may be used by the instructor for data gathering and for evaluating the students, and why they cannot be used by anyone but the student (since the students involved in misuse of a clicker may be charged with a scholastic offence).

#### **2. Academic offences:**

They are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: [https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

A) Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper ref



b. any absences in excess of the number designated in clause a above will require students to pre-

8. **Classroom Behaviour**

Class will begin promptly at the time specified at the top of page one of this syllabus. In the event