

CASE STUDY #1: BOS NATION IS BORN

Due via Brightspace no later than 11:59 p.m., Wednesday, Oct. 23

It is worth 50 points, of 5% of your total grade

Please see the [course syllabus](#) regarding the late policy and the use of AI

THE CASE: Earlier this week, the new National Women's Soccer League team in Boston unveiled its name and logo. It did so at a party, revealing to fans and sponsors [its new name](#) "BOS*Nation" and a subsequent [campaign](#). *Be sure to read and watch both the article and the video of the minute-long campaign.*

There has been a lot of public (and private) opinion about the name and, more specifically, about the campaign, which prompted the team's communication office to issue [an apology](#). That is a lot before a ball has even been kicked. Pun intended!

THE STUDY: You have read the first seven chapters of the book and we have discussed several current events tying the themes, ideas and situations in the book to current events. It is now your turn.

For this case study, it will be important for you to research the NWSL, the history of women's soccer in Boston/New England, as well as the founding and development of this Boston NWSL team (hint: there have been other issues).

This assignment requires you to write a 2- to 4-page paper in which you thoroughly describe the answer to this question: **How is the message of "too many balls" situated in the strategic sport communication model (p. 133)?**

- *This means, I want you to explore who created the message and what did they intended (or, how was it initially "coded?")*
- *How was the message received (encoded) by different audiences?*
- *How did the creators of the message learn about the audience's dissatisfaction?*
- *What kinds of verbal/non-verbal communication can be found in the creation, dissemination and the understanding of the message (both from fans and the mainstream media)?*
- *How is the apology encoded and decoded? Who is doing the coding and who is encoding? Why does that matter? And, ultimately, does it work, in your opinion (and why)?*

Those are just some guiderails for the assignment. If there is something else or other questions that jump out to you about this either from the reading or from class discussions, include it!

THE RULES:

- Writing matters, so edit yourself. Use editing tools (SpellCheck and Grammarly) and re-read your work for clarity where you ask yourself, “Does that make sense?” If the answer is no, try again. Read it again to make sure you answer the questions.
- Cite your sources. If you use news articles, or other commentary, embed the link and cite it at the end of the paper in a Source List.
- Do not plagiarize or leave the body of the work to AI tools; you need to create it.
- Be on time.