

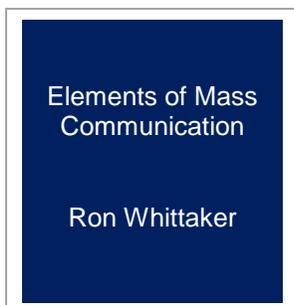


Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextbooks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Elements of Mass Communication



License:

Elements of Mass Communication by Ron Whittaker is licensed under Copyright

Find it: [eTextbook Website](#)

Textbook Authors:

Ron Whittaker

Reviewed by:

Daryle Nagano

Institution:

Los Angeles Harbor College

Title/Position:

Professor

Format

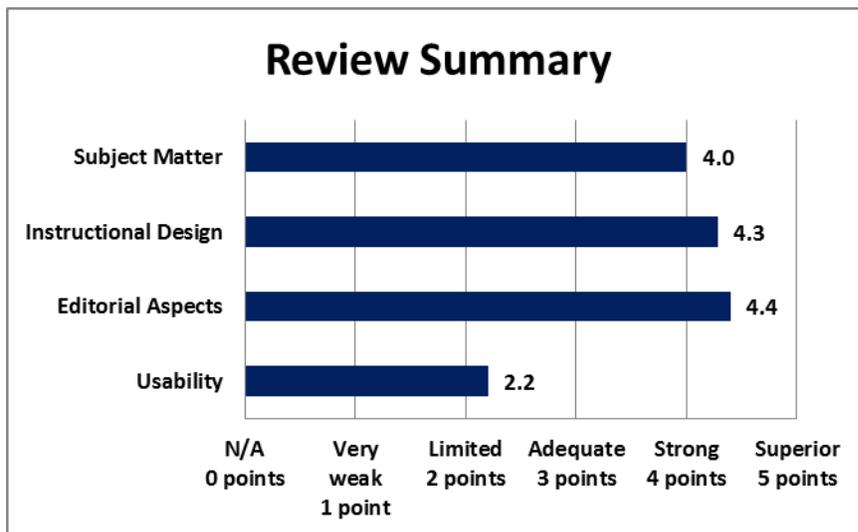
Reviewed:

[Online](#)

A small fee may be associated with various formats.

Date Reviewed:

August 2015



California OER Council eTextbook Evaluation Rubric

CA Course ID: [JOUR 100](#)

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the content accurate, error-free, and unbiased?					X	
Does the text adequately cover the designated course with a sufficient degree of depth and scope?					X	
Does the textbook use sufficient and relevant examples to present its subject matter?					X	
Does the textbook use a clear, consistent terminology to present its subject matter?					X	
Does the textbook reflect current knowledge of the subject matter?					X	

Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)						X	
--	--	--	--	--	--	---	--

Total Points: 24 out of 30

Please provide comments on any aspect of the subject matter of this textbook:

- The subject matter covers all the current forms of mass communication and gives students a well-rounded view of what each entails and how they are all different. It is a good introduction of what mass communication is all about and provides good real life current examples students can relate to.
- It is important that students are tested at the end of each chapter to make sure they understand and retain content. At the end of each chapter there is an interactive test that students can take/instructors can assign.

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?					X	
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)						X
Does the textbook present explicit learning outcomes aligned with the course and curriculum?					X	
Is a coherent organization of the textbook evident to the reader/student?						X
Does the textbook reflect best practices in the instruction of the designated course?					X	
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)					X	
Is the textbook searchable?					X	

Total Points: 30 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- The textbook is both reader friendly and visually appealing.
- There are multiple images throughout each chapter right next to the text. There are also a variety of images (pictures, graphs, charts, etc.).
- Each chapter is laid out the same so it is easy to find/navigate information. There is an interactive test at the end of every chapter.

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?					X	
Is the textbook written in a clear, engaging style?					X	
Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)						X
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)					X	
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)						X

Total Points: 22 out of 25

Please provide comments on any editorial aspect of this textbook.

- The textbook is engaging because the author poses questions throughout the writing for students to ponder. In addition, he provides rhetorical quotes that relate to the content.
- The author uses section headings to break up main areas of discussion effectively.

Usability (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
--------------------------------	-------------	-----------------	-----------------	-----------------	----------------	------------------

Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?					X	
Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)		X				
Can the textbook be printed easily?			X			
Does the user interface implicitly inform the reader how to interact with and navigate the textbook?			X			
How easily can the textbook be annotated by students and instructors?			X			

Total Points: 11 out of 25

Please provide comments on any aspect of access concerning this textbook.

- The only way to access the content is online and there is no way to just open the entire book at one time which makes accessing this text difficult. You need to first open the link, click on the Index of Resources, then choose the chapter, then choose the unit. Then you need to backspace to get back to the Index of Resources when you are ready to start another chapter.

Overall Ratings						
	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?					X	
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?					X	

Total Points: 8 out of 10

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- I would tell them that it is very interactive and provides a balanced and introductory view of mass communication.
- The examples are interesting and current which students will relate too.
- Lastly, the interactive test bank at the end of each chapter is very helpful.

What areas of this textbook require improvement in order for it to be used in your courses?

- It would be helpful if there were discussion questions and group activities at the end of each chapter.

We invite you to add your feedback on the textbook or the review to [the textbook site in MERLOT](#)
(Please [register](#) in MERLOT to post your feedback.)



For questions or more information, contact the [CA Open Educational Resources Council](#).



This [review](#) is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](#).