

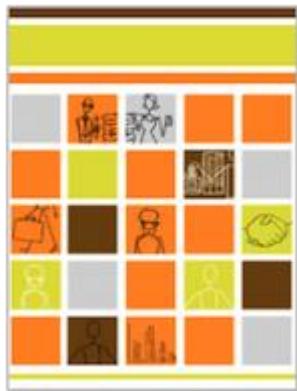


## Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](#) 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](http://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:

### **Understanding Media and Culture: An Introduction to Mass Communication**



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Textbook Authors:

William Hart

Reviewed by:

Daryle Nagano

Institution:

Los Angeles Harbor College

Title/Position:

Professor

Format

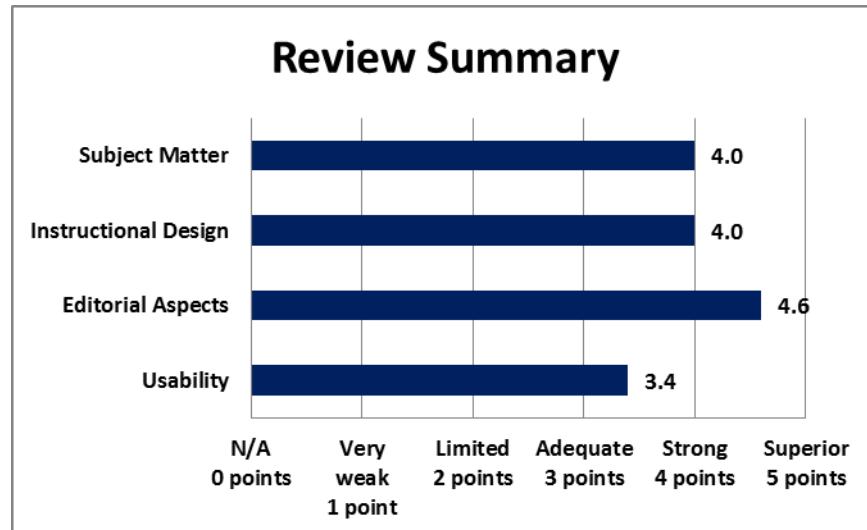
Reviewed:

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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?						

Does the textbook use a clear, consistent terminology to present its subject matter?					<b>X</b>	
Does the textbook reflect current knowledge of the subject matter?					<b>X</b>	
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?)					<b>X</b>	

Total Points: 24 out of 30

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

- The subject matter is current and ties in concepts with real life examples to illustrate points.
- College students will find the examples easy to relate to.
- The author does a good job of focusing on writing for a college audience (audience analysis).
- There are multiple images for students to refer to as well as Exercises at the end of each unit for students to work on/test their knowledge and understanding of the material. And the End-of-Chapter Assessment can easily be modified into an Exam.

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?					<b>X</b>	
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)						<b>X</b>
Does the textbook present explicit learning outcomes aligned with the course and curriculum?				<b>X</b>		
Is a coherent organization of the textbook evident to the reader/student?					<b>X</b>	
Does the textbook reflect best practices in the instruction of the designated course?					<b>X</b>	
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)					<b>X</b>	
Is the textbook searchable?					<b>X</b>	

Total Points: 28 out of 35

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

- The textbook is written using the KISS (Keep it Short and Simple) Method which helps students focus on what is important in journalism.
- The chapters all include pictures, graphs and images to help visual learners grasp content.
- The Exercises at the end of each chapter and Key Takeaways help boil down information for students.

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?					<b>X</b>	
Is the textbook written in a clear, engaging style?						<b>X</b>
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?)						<b>X</b>
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)						<b>X</b>
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)					<b>X</b>	

Total Points: 23 out of 25

Please provide comments on any editorial aspect of this textbook.

- The chapters are all formatted the same way so they are easy to follow and predictable.
- The font, coloring and images are consistent from chapter to chapter.
- The author not only cites where material was found but also cites where he found the images used in each chapter.

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: 17 out of 25

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

- I was only able to access the PDF copy of the text; however, it opened up immediately and by the time I scrolled down to the content all the images were already loaded.
- In addition, I was able to print out portions of each chapter with ease.

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
How willing would you be to adopt this book?	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)

Total Points: 10 out of 10

## Overall Comments

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

- I would recommend this textbook and I would tell my colleagues that it has great current examples that instructors could use during their lectures to spark discussion.
- In addition, the Exercises at the end of each unit could be assigned as homework or for in class discussion. The End-of-Chapter Assessment could be given as an Exam.

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

- N/A. I would definitely use this textbook in my course.

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