

TEACHING MASS COMMUNICATION

A Guide to Better Instruction

EDITED BY
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AND
Anthony J. Ferri

Teaching Mass Communication A Guide To Better Instruction

DP Hallahan



Teaching Mass Communication A Guide To Better Instruction:

Teaching Mass Communication Michael D. Murray, Anthony J. Ferri, 1992-02-24 This unique volume brings together original essays by well known mass communication experts master teachers who provide practical information on teaching the communication and journalism courses in which they specialize The authors make recommendations for practical applied theoretical and advanced courses representing every area of the mass communications curriculum Its contributors include eminent specialists such as Maurine H Beasley who offers advice to teachers of media history Dan Nimmo political communication Roy L Moore media law Jay Black media ethics and John De Mott media management Chapter authors suggest course outlines teaching strategies and methods of testing and provide reviews of current texts and supplementary materials such as films and other audio visual aids Chapter topics in part I The Introductory Course include The Beginning Course in Mass Communication and introductory courses to broadcasting public relations the film course and internship programs Part II Applied Coursework includes chapters on writing news for print and broadcast reporting advertising campaigns audio and video production and teaching research methods Part III which deals with advanced coursework includes chapters on courses in mass communication law mass media management and history mass media and politics media criticism and media ethics Teaching Mass Communication will prove vitally important to faculty with new preparations for mass communication courses including senior faculty keeping up with changes media professionals and new faculty preparing their teaching assignments

Interdisciplinary Learning and Teaching in Higher Education Balasubramanyam Chandramohan, Stephen Fallows, 2008-12-04 As universities increasingly offer courses that break the confines of a single subject area more students are enrolling on interdisciplinary programmes within multidisciplinary departments Teaching and learning within interdisciplinary study requires new approaches including an understanding of the critical perspectives and frameworks and the rearranging of intellectual and professional boundaries Interdisciplinary Learning and Teaching in Higher Education explores the issues and tensions provoked by interdisciplinary learning offering helpful information for Staff development Distance learning Mass communication courses Interdisciplinary science courses Grounded in thorough research this collection is the first of its kind to provide practical advice and guidance from around the world improving the quality of teaching and learning in interdisciplinary programmes

History of the Mass Media in the United States

Margaret A. Blanchard, 2013-12-19 The influence of the mass media on American history has been overwhelming History of the Mass Media in the United States examines the ways in which the media both affects and is affected by U S society From 1690 when the first American newspaper was founded to 1995 this encyclopedia covers more than 300 years of mass media history History of Mass Media in the United States contains more than 475 alphabetically arranged entries covering subjects ranging from key areas of newspaper history to broader topics such as media coverage of wars major conflicts over press freedom court cases and legislation and the concerns and representation of ethnic and special interest groups The editor and

the 200 scholarly contributors to this work have taken particular care to examine the technological legal legislative economic and political developments that have affected the American media

Doing Ethics in Media Chris Roberts, Jay Black, 2021-11-29 The second edition of *Doing Ethics in Media* continues its mission of providing an accessible but comprehensive introduction to media ethics with a grounding in moral philosophy to help students think clearly and systematically about dilemmas in the rapidly changing media environment Each chapter highlights specific considerations cases and practical applications for the fields of journalism advertising digital media entertainment public relations and social media Six fundamental decision making questions the 5Ws and H around which the book is organized provide a path for students to articulate the issues understand applicable law and ethics codes consider the needs of stakeholders work through conflicting values integrate philosophic principles and pose a test of publicity Students are challenged to be active ethical thinkers through the authors reader friendly style and use of critical early career examples While most people will change careers several times during their lives all of us are life long media consumers and *Doing Ethics in Media* prepares readers for that task *Doing Ethics in Media* is aimed at undergraduate and graduate students studying media ethics in mass media journalism and media studies It also serves students in rhetoric popular culture communication studies and interdisciplinary social sciences The book's companion website doingethicsinmedia.org or www.doingmediaethics.com provides continuously updated real world media ethics examples and collections of essays from experts and students The site also hosts ancillary materials for students and for instructors including a test bank and instructor's manual

Communication Booknotes, 1992 *Resources in Education*, 1997 **Research in Education**, 1974 School Life, 1958 **Catalog** Food and Nutrition Information Center (U.S.), 1973 *JQ. Journalism Quarterly*, 1992 Includes section Book reviews and other bibliographical material **Reports and Papers on Mass Communication**, 1976 **Food and Nutrition Information and Educational Materials Center Catalog** Food and Nutrition Information Center (U.S.), 1976

External Radio Broadcasting and International Understanding Bernard R Webster, Datus Clifford Smith, Ernest Lloyd Sommerlad, John A. R. Lee, Richard Bamberger, Romesh Chander, Kiran Karnik, 1975 **Supervision for Today's Schools** Peter F. Oliva, 1989 **Choice**, 1992 *Cumulative Index to the Catalog of the Food and Nutrition Information and Education Material Center 1973-1975* National Agricultural Library (U.S.), 1975 **Cumulative Index to the Catalog of the Food and Nutrition Information and Educational Materials Center, 1973-1975** Food and Nutrition Information and Educational Materials Center (U.S.), 1975 **The British National Bibliography** Arthur James Wells, 1998

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