

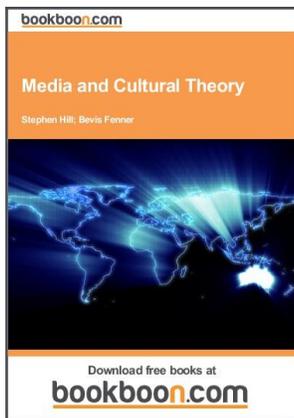


Faculty Review of Open eTextbooks

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 etextboks 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:

Media and Cultural Theory



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Find it: [eTextbook Website](#)

Textbook Authors:

Stephen Hill and Bevis Fenner

Reviewed by:

Bradford Owen

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California State University,
San Bernardino

Title/Position:

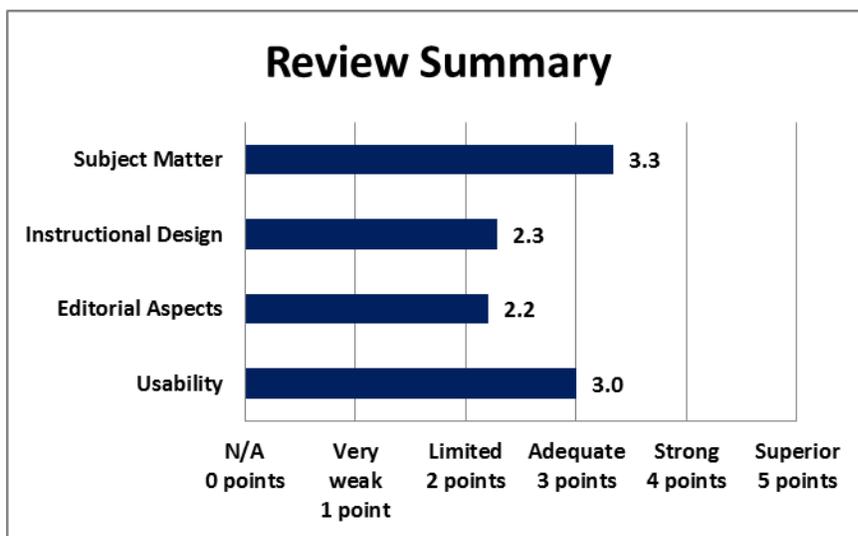
Professor

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: 20 out of 30

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

- While the book is well-written (although sometimes at too abstract a level for an introductory course), it is strongly and solely oriented to cultural studies, so it would not be suitable as the sole text for an Introduction to Mass Communication course.
- The examples are largely UK-oriented and so may not be familiar to US students.
- The book includes helpful summary boxes at the beginning of each author section (e.g., Bentham, Mulvey) that provide the author's key idea(s) and key text.
- The book could be useful as a cultural studies supplement to a more general textbook oriented to history and institutions.
- The book has images, but as they are mostly impressionistic collages created by one of the authors, they are of limited value.
- It has no test banks, review or discussion questions, or instructor materials such as PowerPoint.

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: 16 out of 35

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

- As noted above, the book's language is sometimes at too abstract a level for an introductory course.

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: 11 out of 25

Please provide comments on any editorial aspect of this textbook.

- The book has multiple usage errors (e.g., repeated "it's" for "its"; missing possessive apostrophes).
- The style is not always clear or engaging.

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: 15 out of 25

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

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)
			X			

Total Points: 4 out of 10

Overall Comments

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

- Well written survey and summary of some major, themes, ideas and thinkers in media cultural studies.

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

- Its exclusive focus on cultural studies, which is not suitable for an Introduction to Mass Communication course
- Examples: currently they are UK-oriented
- Ancillary materials: Needs review and discussion questions, test bank, PowerPoints

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](#).



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