

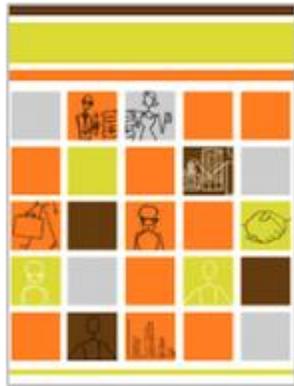


## Faculty Review of Open eTextbooks

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](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:

Bradford Owen

Institution:

California State University,  
San Bernardino

Title/Position:

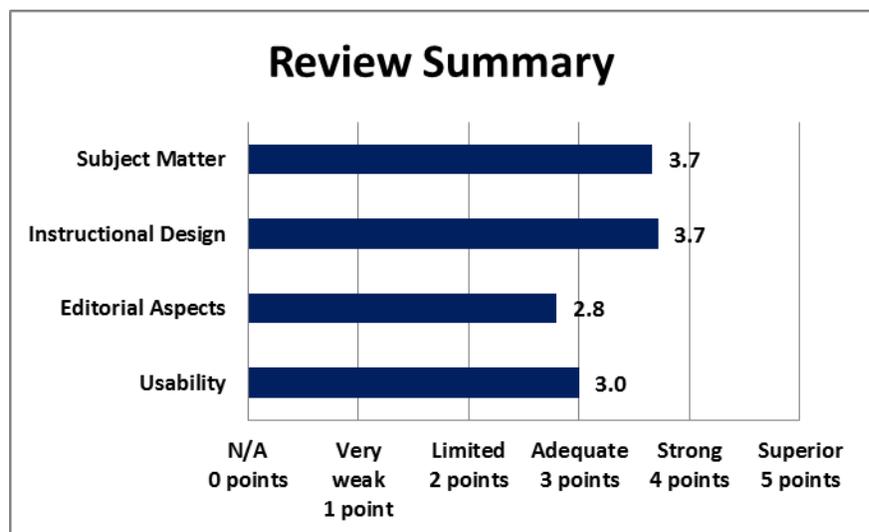
Professor

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: 22 out of 30

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

- No table of contents provided in this version.
- This quite readable and well-informed book covers a comprehensive range of mass media topics. Despite title, there is little focus on critical/cultural theory. After the first two and before the last four chapters, the book is organized into one chapter per medium, and focuses on history, technology, culture, economics, and institutions of each. Chapter titles are Media and Culture, Media Effects, Books, Newspapers, Magazines, Music, Radio, Movies, Television, Electronic Games and Entertainment, The Internet and Social Media, Advertising and Public Relations, Economics of Mass Media, Ethics of Mass Media, Media and Government, and The Future of Mass Media.
- The book is strong on discussion of technology for each medium; on history; and on a (non-theoretical) consideration of each medium's effect on culture and vice versa.
- The book includes some content of media issues in relation to people of color, for example the divergence of white nuclear-family TV sitcoms of the 1950s from the lived experience of many African-Americans of the period.
- Some examples which are called "recent" are from the mid- to late-2000s; the book appears to have been last updated around 2010, so will be dated in some respects.
- Images are sparse, but relevant. A test bank is not provided.

<b>Instructional Design (35 possible points)</b>	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: 26 out of 35

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

- At the end of each section (so several times per chapter), the book provides "learning objectives," "key points," and "exercises." At the end of each chapter, the book provides "end-of-chapter assessment," "critical thinking questions," and "career connection."

<b>Editorial Aspects (25 possible points)</b>	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
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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: 14 out of 25

Please provide comments on any editorial aspect of this textbook.

- I found multiple errors in the graphs and charts (e.g., reversed X-Y axis labels), and many of the graphs and charts lack citation of source data.
- The images are sparse, but appropriate.

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: 7 out of 10

## Overall Comments

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

- Level (appropriate for introductory course).
- Range and depth of content on individual mass media and their histories, technologies, institutions, and cultures; and shared issues such as media convergence, ethics, economics, and governance.

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

- Editing, for example to correct errors in labeling of graphs and charts.
- Images and links to video: more are needed.
- Instructor resources, e.g., test bank and PowerPoints.

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