

JOURNALISM & MASS COMMUNICATION EDUCATOR

Volume 69 Number 1 Spring 2014



Devoted to Research and Commentary
in Journalism and Mass Communication

jmc.sagepub.com
ISSN: 1077-6958



Contents



Editor's Note

Graduate Degrees in Journalism and the MBA
Maria B. Marron

3

Research Articles

"I'll Take Commas for \$200": An Instructional Intervention Using Games to Help Students Master Grammar Skills
Sue Burzynski Bullard and Nancy Anderson

5

Microblogging for Class: An Analysis of Affective, Cognitive, Personal Integrative, and Social Integrative Gratifications
Camilla Gant and Patrick D. Hadley

17

The Roles and Ethics of Journalism: How Chinese Students and American Students Perceive Them Similarly and Differently
Jin Yang and David Arant

33

Most Business Editors Find Journalism Graduates Still Unprepared
Mary Jane Pardue

49

Journalists in the Age of ICTs: Work Demands and Educational Needs
Andreas Veglis and Andreas Pomportsis

61

Essay

Let Us Rank Journalism Programs
Joseph Weber

76

Book Reviews

American Journalism and International Relations: Foreign Correspondence from the Early Republic to the Digital Era, by Dell'orto Giovanna Gang (Kevin) Han

87

Blogging & Tweeting without Being Sued: A Global Guide to the Law for Anyone Writing Online, by Mark Pearson Kyu Ho Youm

90

Law and Ethics for Today's Journalist: A Concise Guide, by Joe Mathewson Kenneth C. Creech

92

Culture, Social Class, and Race in Public Relations—Perspectives and Applications, edited by Damion Waymer Gemma Puglisi

93

Gender, Branding, and the Modern Music Industry, by Kristin J. Lieb Barbara A. Pickering

96

Covering America's Courts: A Clash of Rights, by Toni Locy Derigan Silver

98

Media Audiences: Effects, Users, Institutions, and Power, by John L. Sullivan Jason Zenor

99

<i>Ed Kennedy's War: V-E Day, Censorship, and the Associated Press,</i> by Julia Kennedy Cochran <i>Patricia Hart</i>	101
<i>The Sun Never Sets,</i> by Ben Daitz, Writer, Producer, and Director <i>Lee Hood</i>	103
Updates	
Annual Reports	106
Passages	114
Special Issue of <i>Journalism and Mass Communication Educator</i> : Best Journalism and Mass Communication Practices of Blended/Online Pedagogy	118

Contents

Editor's Note

It Takes a Team and Optimism
Maria B. Marron

123

Research Articles

Media Education Initiatives by Media Organizations: The Uses of Media
Literacy in Hong Kong Media
Donna Chu and Alice Y. L. Lee

127

Media Literacy, News Literacy, or News Appreciation? A Case Study of
the News Literacy Program at Stony Brook University
Jennifer Fleming

146

Cultivating a Professional Ethic in Covering Marginalized Populations:
Learning about the Poor through Service-learning
Phillip Motley and Amanda Sturgill

166

Enhancing Student Learning in Knowledge-Based Courses: Integrating
Team-Based Learning in Mass Communication Theory Classes
Gang (Kevin) Han and Jay Newell

180

Essay

The Convergence Years
Janet Kolodzy, August E. Grant, Tony R. DeMars, and Jeffrey S. Wilkinson

197

Book Reviews

Juan in a Hundred: The Representation of Latinos on Network News,
by Otto Santa Ana
Maria De Moya

206

From Kristallnacht to Watergate: Memoirs of a Newspaperman, by Harry Rosenfeld
Edward T. Arke

208

Journalism of Ideas: Brainstorming, Developing, and Selling Stories in the Digital Age,
by Daniel Reimold
Grace Jackson-Brown

210

Videojournalism. Multimedia Storytelling, edited by Kenneth Kobre
John Beatty

211

La Camioneta, by Mark Kendall, Director
Nothing like Chocolate, by Kum-Kum Bhavnani, Writer, Producer, and Director
John C. P. Goheen

214

Updates

Passages

217



Contents

Editor's Note

Summer Miscellany
Maria B. Marron

227

Research Articles

Benchmarking ACEJMC Competencies: What It Means for Assessment
Jennifer J. Henderson and William G. Christ

229

Teaching Social Media Journalism: Challenges and Opportunities for
Future Curriculum Design
Stephanie E. Bor

243

The Roles of the Game: The Influence of News Consumption Patterns
on the Role Conceptions of Journalism Students
Edson C. Tandoc Jr.

256

Effects of Online Interaction and Instructor Presence on Students' Satisfaction
and Success with Online Undergraduate Public Relations Courses
Jensen Moore

271

Essays

Journalism Education: The View from the Provost's Office
John Maxwell Hamilton

289

Assessing the ACEJMC Professional Values and Competencies
William G. Christ and Jennifer J. Henderson

301

Training Digital Age Journalists: Blurring the Distinction between Students
and Professionals
Eddie Madison

314

Book Reviews

Environmental Journalism, edited by Henrik Bodker and Irene Neverla
Leslie-Jean Thornton

325

Lifestyle Journalism, edited by Folker Hanusch
Ellen M. Mrja

327

The Social Media Handbook, edited by Jeremy Hunsinger and Theresa Senft
YOUTILITY, Why Smart Marketing Is about Help Not Hype, by Jay Baer
Jab, Jab, Jab, Right Hook, How to Tell Your Story in a Noisy Social World,
by Gary Vaynerchuk

The Social Media Industries, by Alan B. Albarran

Social Media and the Law: A Guidebook for Communication Students and Professionals,
by Daxton R. Stewart
Jeremy Harris Lipschultz

329

Journalism Unbound: New Approaches to Writing and Reporting, by Mitchell Stephens
Eric Newton

331



<i>First Amendment Institutions</i> , by Paul Horwitz Jason M. Shepard	333
<i>Edelman and the Rise of Public Relations</i> , by Franz Wisner Daradirek "Gee" Ekachai	334
Updates Passages	337

Contents



Editor's Note

Content Creation Spans All Aspects of J-Programs
Maria B. Marron

347

Research Articles

2013 Annual Survey of Journalism Mass Communication Enrollments: Enrollments
Decline for Third Consecutive Year
Lee Bernard Becker, Tudor Vlad, and Holly Anne Simpson

349

Unveiling the Effects of Citizen Journalism Practice on College Students'
Social Capital
Seungahn Nah, Kang Namkoong, Stephanie K. Van Stee, and Rachael A. Record

366

Using Feature Films to Teach Public Relations: An Assessment Model from Nonmajor
Students' Perspective
Angela Ka Ying Mak and James G. Hutton

386

Shouldering the Load: An Analysis of Gender-Based Differences in the Undergraduate
PR Writing Classes and Advising Undergraduate PRSSA Chapters
Damion Waymer

404

The Gap between Online Journalism Education and Practice: A Hong Kong Study
Ying Roselyn Du and S. C. Eric Lo

415

Book Reviews

The Future of Quality News Journalism: A Cross-Continental Analysis,
edited by Peter J. Anderson, George Ogola, and Michael Williams
Leigh L. Wright

435

A Practical Guide to Media Law, by Ashley Messenger
Paper Knowledge: Toward a Media History of Documents, by Lisa Gitelman
Melony Shemberger

437

Law and Ethics for Today's Journalist: A Concise Guide, by Joe Mathewson
Journalism Ethics, Arguments and Cases for the Twenty-First Century,
by Roger Patching and Martin Hirst
Jeremy Harris Lipschultz

441

Inventing Baseball Heroes: Ty Cobb, Christy Mathewson, and the Sporting Press in America,
by Amber Roessner
David C. Ogden

443

Updates

Passages

446

Call for Papers: Mobile Media

448