

IHSPA Textbook Review

Part I Basic Book Information

Name of Book: Journalism Today 7th Edition

ISBN: 0-658-00404-2

Author(s): Donald L. Ferguson, Jim Patten, Bradley Wilson

Publisher: National Textbook Company

Cost at JEA Bookstore: \$81.40 per book and \$27.85 for workbook

Chapter Titles: Please list below

The History of American Media, Meeting Ethical and Legal Responsibilities, Deciding What is News, Organizing the Staff, Making the Interview Work, Writing News Story Leads, Writing News Stories and Headlines, Handling Quotes Fairly, Doing in-Depth Reporting, Design and Layout, Writing Feature Stories, Writing Sports Stories, Writing for the Editorial Page, Producing the Yearbook, Writing for Radio and TV, Understanding and Using Public Relations, Handling Finances, Taking and Using Effective Photographs, Understanding Technical Aspects of Photography

	Available	Available at Extra Cost	Not Available
Teacher Edition		x	
Student Workbook		x	
Online Help For Students			x
Online Help For Teachers			x
CD Rom For Students			x

Part II Support Materials
Please Mark an X under the appropriate column

Comments:

Part III Teaching Tools

Please Mark an X under the appropriate column

	Included	Not Included
Chapter Worksheets		x
Chapter Activities	x	
Chapter Review Questions	x	
Vocabulary Words		
Writing Prompts	x	

Comments:

All of the material available comes with the teacher book. This is a workbook-type book. It is not included in the textbook itself.

Vocabulary words are included at the beginning of each chapter.

Part IV Reader Friendliness

Please Mark an X under the appropriate column

	Very Well	They're Ok	Not Very Well	Does Not Have This Item
Visuals		x		
Diagrams		x		
Info Boxes	x			
Section Labels Within Chapter	x			
Student Examples	x			
Professional Examples		x		

Comments:

Part V Journalism Standards

Read the descriptions of each standard and mark an X under the appropriate column

Standard 1

Historical Perspectives

Students understand the function, history, development of a free and independent press in the United States

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.1.1		x	
JRN.1.2		x	
JRN.1.3		x	
JRN.1.4	x		
JRN.1.5	x		
JRN.1.6		x	
JRN.1.7		x	
JRN.1.8			x

Comments:

Standard 2

Law and Ethics

Students understand and apply knowledge of legal and ethical principles related to the functioning of a free and independent press in the United States.

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.2.1	x		
JRN.2.2		x	
JRN.2.3	x		
JRN.2.4	x		
JRN.2.5	x		
JRN.2.6		x	
JRN.2.7		x	
JRN.2.8		x	

Comments:

Standard 3

Media Analysis

Students analyze and evaluate the accuracy and effectiveness of news and information found in print, on the Internet, and in other media.

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.3.1	x		
JRN.3.2	x		
JRN.3.3		x	
JRN.3.4	x		
JRN.3.5	x		
JRN.3.6	x		

Comments:

Standard 4

Journalistic Writing Processes

Students discuss ideas for writing with others. They write coherent and focused stories that demonstrate well-researched information, appropriate journalistic structure and style, and a tightly reasoned flow of ideas. Students progress through stages of journalistic writing processes.

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.4.1	x		
JRN.4.2	x		
JRN.4.3	x		
JRN.4.4	x		
JRN.4.5	x		
JRN.4.6	x		
JRN.4.7	x		
JRN.4.8	x		
JRN.4.9	x		
JRN.4.10	x		

Comments:

Standard 5

Writing For Media

Students write news stories, features stories and columns, in-depth issue features, reviews, editorials, or opinions and commentaries effectively and accurately in print and media, while adhering to legal and ethical standards for journalist. Students demonstrate an understanding of the research, organizational, and drafting strategies in journalistic writing processes. Student writing demonstrates a command of Standard English and the use of media formats that follow specific style manual guidelines for consistency.

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.5.1	x		
JRN.5.2	x		
JRN.5.3	x		
JRN.5.4	x		
JRN.5.5	x		
JRN.5.6	x		

Comments:

Standard 6

Technology And Design

Students use principles, elements, tools, and techniques of media design to analyze, navigate, and create effective, aesthetically pleasing media formats.

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.6.1	x		
JRN.6.2	x		
JRN.6.3	x		
JRN.6.4	x		
JRN.6.5	x		
JRN.6.6			x

Comments:

Standard 7

Media Leadership And Career Development

Students understand the organization, economics, and management of media staffs. They explore career paths and further educational opportunities in journalism.

	Covered Thoroughly	Covered but with Little Detail	Not Covered
JRN.7.1		x	
JRN.7.2		x	
JRN.7.3		x	
JRN.7.4	x		
JRN.7.5		x	
JRN.7.6		x	
JRN.7.7		x	
JRN.7.8		x	

Comments: