

## Part I Basic Book Information

Name of Book: Scholastic Journalism 11<sup>th</sup> edition

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ISBN: 1405144157

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Author(s): Thomas Rolnicki, C. Dow Tate, Sherri Taylor

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Publisher: Blackwell Publishing

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Cost at JEA Bookstore: hardback -\$49.95      paperback \$39.95

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Chapter Titles: Please list below

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## Part II Support Materials

Please Mark an X under the appropriate column

	Available	Available at Extra Cost	Not Available
<b>Teacher Edition</b>			X
<b>Student Workbook</b>			X
<b>Online Help For Students</b>			X
<b>Online Help For Teachers</b>			X
<b>CD Rom For Students</b>			X

Chapters –  
1. Understanding News , 2. Gathering

News, 3. Writing News Leads, 4. Writing News Stories, 5. Writing Specialty Stories, 6. Writing Feature Stories, 7. Sports Writing, 8. Writing Editorials and Opinion Columns, 9. In-depth Reporting, 10. Covering Entertainment, 11. Yearbook Reporting and Writing, 12. Using Journalism Style, 13. Editing Copy: Coaching Writing, 14. Writing Headlines, 15. Understanding Typography and Production, 16. Newspaper Design and Layout, 17. Yearbook Page Layout, 18. Newsmagazines, Special Sections, Inserts and Supplements, 19. Online Journalism, 20. Visual Storytelling: pictures, art and graphics, 21. Advertising in Newspapers and Yearbooks, 22. Ethics for Student Journalists, 23. Student Press Law, 24. Careers in Media

Comments: When researching the book I could find no supplemental texts.

## Part III Teaching Tools

Please Mark an X under the appropriate column

Comments: The chapter exercises are good and cover many of the ideas presented in the chapters. They also give ideas of things students could write on or activities for the students to find story ideas. There is a very complete glossary that covers a good variety of words, but there is not a specific set for each chapter.

	Included	Not Included
Chapter Worksheets		X
Chapter Activities	X	
Chapter Review Questions		X
Vocabulary Words		in glossary
Writing Prompts	X?	

## 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: The book covers many aspects but visually it is somewhat lacking. I do not think it draws the interest of the students. Some of the student writing examples are so small they are very hard to read. The examples show the page design well but in the writing section students should be able to read the articles. Visually the design section has some really good examples. I also miss info boxes and diagrams. I use these to reinforce material in the chapters and there appears to be none or the few there are don't really attract attention.

## 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:

This standard is not covered. In the Ethics for Student Journalist and the Press Law chapters, they cover some student law cases like Hazelwood but there is really no historical perspective. I feel this is a real problem with this book. These chapters are also in the very back so make their importance seem less.

## 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:

Again, there is info on ethics but very little. I also think it is presented in a very boring way. It is just text after grey text. There are some exercises at the end of the chapters but, again, it looks like an afterthought. I know, there is a lot to cover but I think the first two standards need more prominence in the book.

## 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:

Some of the exercises ask the student to look at other publications for stories. It does not have them go into the details as set forth by the standards.

## 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: The writing processes are the strong points of book. They cover in detail lead writing and writing journalistically. There is also good information on editing and revising stories.

## 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: Again, this is an area the book covers very well. It discusses all the different types of writing and gives exercises that help students not only look at professional media sources but write and look at their own.

## 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: This is the most interesting part of the book because there are good design examples. There is also a specific chapter for newspaper design and layout and yearbook design.

## 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:

There is a chapter on career paths so it is covered. However, there is really nothing on leadership or staff structure.

### **Final Comment on the book in general:**

While the writing and design chapters of this book are good, I feel it is lacking in other areas. To cover the standards well there is really too much missing. I also do not think the overall presentation is very good. We teach visual design but this book really is not visually appealing. I know many of us use a book as just one part of what we teach with, but I would not see myself using this book much at all.