

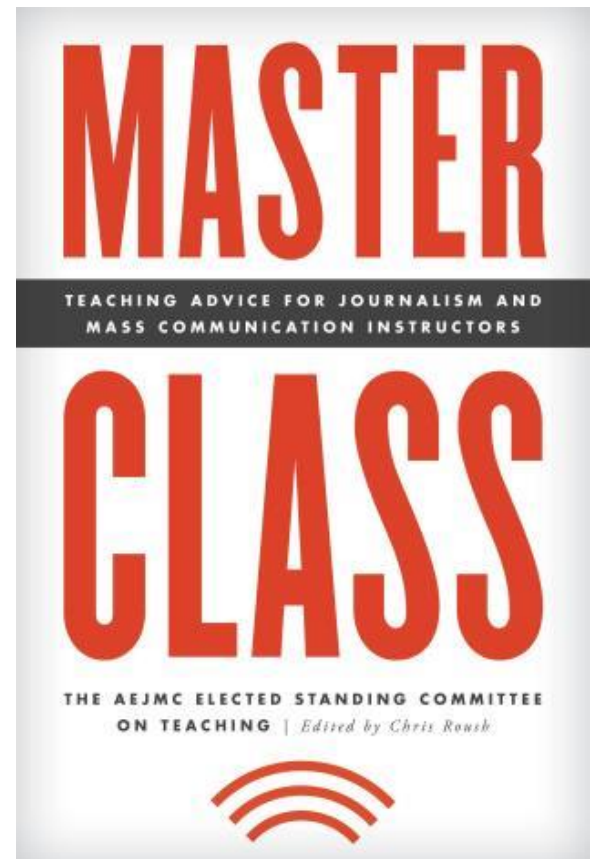
Master Class
Teaching Advice for Journalism and
Mass Communication Instructors
The AEJMC Elected Standing Committee
on Teaching | Edited by Chris Roush

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Book Chapter Contributor

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EXCERPT

You're Not Just Telling War Stories

There was a time when I was hesitant to “talk shop” outside of the newsroom. Journalists are a strange yet wonderful fraternity. We don’t flinch when discussing coverage of unnerving stories. We have all worked cruel and unusual schedules and have had crazy behind-the-scenes encounters in control rooms, studios and newsrooms. We have met people in the field who give credence to the saying that “truth is stranger than fiction.” We are tough, but humane.

As a journalism professor, sharing “the real deal” is crucial. Discussing the stories that you’ve encountered in the field is a necessary part of your teaching philosophy. It helps shape the student and brings to life the stories and antidotes in the journalism textbooks.

REVIEWS

“This compilation offers inspiration and practical advice for anyone who is new to the academy and especially adjuncts and lecturers. Even someone who has been in higher education for years will find useful suggestions. I am going to buy this book for all our new faculty.”

— Ann M. Brill, University of Kansas

Contribution and Impact:

I served as a contributor to the book by the Association for Education in Journalism and Mass Communication’s Elected Standing Committee on Teaching. It serves as a “textbook of best practices and tips for teaching journalism, advertising, public relations and other formers of mass communication.” My essay was in Chapter 1: So, you’re a College Instructor. Now what? By Karen M. Turner, Temple University. My section was “Talking Shop in the Classroom,” which is a major issue for industry experts who transition into teaching journalism at the university level. This is one of my areas of research for which I am most passionate. I spent 20 years as a fulltime news producer and manager before attending graduate school and now teaching journalism. This is a subject for which I felt I had to contribute

“Talking Shop” is a term used in the news industry that describes discussing events and terminology that are directly in relation to the newsroom, or industry. It may include discussing one’s experience in covering a major news story. This topic is of utmost importance because of the nuances for making the transition from newsroom to classroom. It is a major subject discussed by members of the media industry that oftentimes are akin to a fraternity of professionals.

According to the Online News Association, an Indiana University study showed a steady decline in journalists’ satisfaction in the field from 49 percent in 1971 to 29 percent in 2013. Many journalists for this reason and others are interested in transitioning from the newsroom to the classroom but don’t know how. This book is a must read for hundreds of first-time faculty who are making this transition. I was honored to contribute.

Relevancy of the AEJMC:

The Association for Education in Journalism and Mass Communication

The AEJMC’s Elected Standing Committee on Teaching put together this textbook “to improve the standards of academic and professional preparation for teachers in the field.” This serves as a rallying cry for the AEJMC for industry experts making the transition but having no point of reference. The book serves as a tool to improve the quality of mass communication instruction. As a compliment to the textbook, teaching materials are available as online

ABOUT THE BOOK:

In *Master Class: Teaching Advice for Journalism and Mass Communication Instructors*, members of the AEJMC Elected Standing Committee on Teaching take readers behind the scenes to explain the teaching strategies, preparation tips, exercises, and project ideas that have, in many cases, earned them university and national teaching awards. It is designed to benefit everyone from instructors-in-training who are about to teach their first class to more experienced professors who are looking for ways to freshen their approach in the classroom. A companion website with additional resources can be found at <http://www.aejmc.org/home/resources/teaching-help/>.

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[Book website link](#)

Book offers: practical advice for instructors of all levels; first-person narratives that highlight real successes (and failures); sample checklists, grading rubrics, and exercises; and a full suite of teaching materials.

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