



BOOK REVIEWS: A roadmap for teaching social media

Review by Kim Fox

Karen J. Freberg, [A Roadmap for Teaching Social Media: All the Assignments, Rubrics and Feedback You'll Need to Present a Strategic Social Media Course!](#) Available for \$9.95 via Amazon.

A Roadmap for Teaching Social Media is a comprehensive resource for educators as well as digital marketing trainers. The book includes timeless exercises and tools that can augment your current pedagogical approach to teaching a social media course. You could, however, sample bits of the book to complement a multimedia writing course as well as marketing courses.

To start, the organization of the book is easy to follow going from how to prepare to teach a social media course and concluding with the details of a variety of assignments that can be implemented in a social media course.

Freberg adds all of the nuances that come with course prep including how assignments should be submitted and of course assessment. For every assignment that is mentioned in the book, there is a detailed rubric that accompanies the assignment.

The book was published last year and includes assignments that utilize Snapchat.

The ethics of social media is also addressed throughout the book, but netiquette is specifically the focus of the chapter "Creating Your Class Etiquette and Social Media Policy." The chapter is designed to address both in-class behavior, and public personas, just to name a few.

Content creation and branding are also a consistent theme in the book. Freberg shares a wealth of information such as Resources for Twitter, Guidelines for Blogging in Class as well as Managing Your Online Reputation. These are the details that make the book worth the investment—it's a time saver, so that

you don't have to reinvent the wheel.

Also, it's an enormous resource to have access to the rubrics. It will, however, be a bit cumbersome to duplicate them from the book as the text is a bit small. One suggestion is to reach out to Freberg via social media (@kfreberg on Twitter) to see if the rubrics are available online or as soft copies.

If you are on the front end of incorporating a social media course into your curriculum, she shares a sample syllabus toward the end of the book.

If the book is lacking in an area it would be analytics and metrics, which we know to be the important end game to social media. In some of the assignments there's a requirement for students to conduct audience research, but how to measure reach and gauge the success, or failure, of content or a campaign is missing from the book.

In conclusion, the versatility of the book means that it could be incorporated into many journalism and mass communication courses as mentioned previously, but also digital storytelling and public relations courses. This book will definitely benefit faculty who want to impart the importance of social media as a professional tool to their students.

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One Nation After Trump

Review by James Stewart

Dionne, E.J., Ornstein, N., and Mann, T. (2017) *One Nation After Trump: A Guide for the Perplexed, the Disillusion, the Desperate, and the Not-yet Deported*. St. Martin's Press, New York. <https://us.macmillan.com/books/9781250164056>

One Nation After Trump is an entry on the fairly extensive list of efforts to explain the results of the 2016 presidential election of Donald J. Trump, a man described by the authors as spectacularly unqualified for the position. As they write in the introduction, "We have, in short, never had a president who, from his first day in office, plainly showed that he had *no business being president* [emphasis in original]."

Mass Communication faculty members in search of a book that presents a very good digest of significant events during the campaign, polling statistics and watershed moments from the early days of the Trump presidency should give this book serious consideration.

It is thorough, well written and timely.

The book includes the usual suspects: stumbling by the leadership of even the Republican Party, missteps by the Hillary Clinton campaign, a slow and uneven economic recovery, disproportional representation in the Electoral College, fake social-media news, the effects of gerrymandering on the overall political landscape, practically unregulated campaign financing and interference by everyone from the director of the Federal Bureau of Investigation to the Russian government.

However, what it might not be is the place to find conclusive answers to the how and why of Trump's election.

It is simply too soon following the event to fully understand the complex interaction of a host of variables that lead to Trump's victory.

The portions of the book examining the media's part in the process serve as an excellent example of this point.

The chapter dealing specifically with media impact on the election points to a number of factors that have reshaped their role in the political system.

It notes the effects of the Fairness Doctrine's demise in the 1980s, the growth of cable television news networks that made niche programming financially possible (and arguably necessary), the explosion of political talk radio on the AM band and the pressure created by accusations of a liberal bias among mainstream journalists, which began in the 1960s.

The authors point out mainstream media's ethics require them to rely on real facts, but they were pushed "toward defensiveness against charges of 'liberal bias' at the very moment when they most needed to be fearless."

While this discussion is instructive, it doesn't necessarily resolve matters. After all, fake news is hardly a 21st Century invention, as illustrated by the infamous 1835 moon-hoax stories published in *The Sun* newspaper in New York or the 1980 *The Washington Post* "Jimmy's World" article. And, as the authors acknowledge, the roots of opinion-driven journalism has a long tradition in this country. Nor is Trump the first American politician to gain political ground by criticizing the news media, which they also discuss.

Why then would the various factors examined by the authors have had particular effect on this election more so than others?

If there was a failure on the news media's part during the election, it would seem that the breakdown was brought on by lost public confidence in the industry. In this case, the seminal lingering question should then be how the industry is to regain this confidence in the current economic environment?

The authors point out that in today's business world, social responsibility generally finishes second to the interests of maximizing profits over the short term. At the end of the day news organizations are businesses, and there is very little question that for good or ill, Trump coverage before and after the elec-

tion built an audience.

The long-term value of that coverage for the nation will be a matter of debate for some time to come.

Dr. James Stewart is a professor of Mass Communication at Nicholls State University, where he has been the department head since 1997. He served for nine years as editor of Insights, a national publication of the Association of Schools of Journalism and Mass Communication.

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