## Teaching Journalism & Mass Communication

A journal published by the AEJMC Small Programs Interest Group

Vol. 11, no. 1 (2021) http://www.aejmc.us/spig/journal

1 Virtues In Social Care and Public Relations Education: Connecting Student Values to Professional Practice

Carolyn Mae Kim & Karen Freberg

- 12 Perceptions of News-Academic Partnerships as a Sustainable Business Model Lara Salahi & Christina C. Smith
- 24 Using Micro-Writing Assignments for Qualitative Assessment in Media Lecture Classes
  Perry Parks
- 36 Connecting Pedagogy to Industry: Social and Digital Media in Public Relations Courses Christopher J. McCollough, Adrienne A. Wallace, & Regina M. Luttrell
- 49 Motivating Students to Do Internships: A Case Study of Undergraduate Students' Internship Experiences, Problems, and Solutions
  Yue Zheng & Stephanie Bluestein
- 61 Using Root Cause Analysis to Help Students Examine Social Problems
  Dawn M. Francis
- 65 Teaching Media Entrepreneurship: How a start-up simulation can increase students' knowledge and encourage them to work in entrepreneurial contexts

  Christopher Buschow, Daniel Possler, & Jule Scheper
- 70 Digital Disruption: Evolving Applied Communication Education to Meet Professional Expectations

Melanie B. Richards, Kylie J. Douglas, Tiffany G. Delias, & Stephen W. Marshall

- 75 Remote portraits: Teaching photojournalism when you can't 'get closer' Robin Hoecker
- 82 "The Best Camera Is The One You Always Have With You": The Case for MOJO-Based Courses and Mobile Production Kits

Roxane Coche & Benjamin J. Lynn

87 Plug and play for emerging media courses

Gretchen Macchiarella

- 91 Book Reviews: Profiles in Ethics Proffer Insights into Courage, Pam Parry
- 92 Insider Unravels Social Media Ills, Marti Maguire
- 93 Challenging Biases and Varying Perspectives, Charlotte Graham-McLay