

CJN 691: MEDIA EFFECTS

Book Review Assignment

Due: June 25

Instructions:

Choose one of the following books for your review:

1. *Everything Bad is Good for You* by Steven Johnson
2. *It's Not the Media* by Karen Sternheimer

The purpose of this review is to apply your knowledge of media effects research to the arguments made in the book you chose to read. It is an evaluative essay, which means the majority of the review should NOT simply summarize the book. Instead, you should concentrate on either supporting or challenging the author's central thesis and his/her evidence based on the knowledge you have gained this semester. Book reviews are short but nonetheless comprehensive. A well-crafted review is concise and critical. Do not devote precious word space to lengthy quotations. You will need to make specific references to portions of the book to illustrate your evaluation, but do so efficiently.

Structure:

Introduction - In a brief (no more than 1 page) summary of the book, explain the author's central thesis as well as his/her credentials.

Body – This is the majority of your review. You should choose several of the most significant arguments, points and evidence the author presents to make his/her case. Evaluate each one of these points based on counter or corroborating information from the media effects research you have studied this semester. Use citations when appropriate.

Conclusion – In brief (no more than ½ a page), concluding remarks provide your reader with a quick summary as to the value of this book. Should those interested in the influence of media bother to read this book? Will readers gain new, important, interesting, different, worthy, etc. knowledge or insight from reading this book?

Technical Requirements:

- 1000-1500 words (4 to 6 pages).
- Use a 12-point font, black ink, type-written or computer printed on 8 ½ x 11 inch paper, with 1-inch margins on all sides, and double-spaced.
- Include a title page with you name and mailing address if you would like me to mail the corrected paper to you in July. Title page DOES NOT count as one of the 4-6 pages.
- Include a bibliography for any citations you make in your paper, and please use APA style. Bibliography DOES NOT count as one of the 4-6 pages.
- Spelling and grammar ALWAYS count, and will affect your grade. Please proof-read your book review carefully.