

AEJMC MASTER CLASS SERIES
RESOURCES FOR TEACHING MASS COMMUNICATION

CALL FOR CHAPTER PROPOSALS

Working Title: Teaching Media Literacy: Practical and Conceptual Approaches for Collegiate Educators

Editor: Nicole Dahmen, University of Oregon

Seeking chapter proposals for a 2028 edited book in AEJMC's Master Class series. As the 9th volume in the *Master Class* series from AEJMC, this book will offer a comprehensive exploration of conceptual and practical approaches for teaching literacy in the collegiate classroom. Arguably, the need for media literate audiences has never been more critical, yet research shows that many lack foundational knowledge of key concepts and practices in media literacy. While the book will be organized around the three foundational areas of news, persuasion, and entertainment, certain topics will cross through each section when relevant, including financial incentives, audience considerations, legal/ethical connections, and technological considerations with a focus on generative AI. Chapters should be written in a narrative and accessible format, including numerous media and teaching examples.

Chapters: 4,000 - 5,000 words inclusive of all text, in APA 7th edition style

Possible chapter topics include but are not limited to:

- Advertising and audiences
- Finances and the media
- Media violence
- Representation in the media
- Who is a journalist
- Cause washing: Social justice campaigns in Ad/PR
- Media technologies

Chapter format can vary based on topic and author preference, but key elements should be included:

- Narrative introduction to engage the reader and overview chapter.
- Key concerns with lack of media literacy of the specific topic with examples.
- Detailed description of the **practical** and **conceptual** approaches of the chapter.
- Specific teaching guidelines, including but not limited to learning objectives, key points, in-class activities, assignments, and assessment measures.
- Author's note with reflections and advice for faculty considering similar approaches.

We're especially interested in contributions that:

- Appear timely and relevant.
- Emphasize both practical and conceptual learning.
- Include key overlying issues, such as financial incentives, audience considerations, legal/ethical connections, and technological considerations.
- Can be adapted to different types of media programs and institutional contexts.

Chapter 1: Introduction (Sample Chapter) by Nicole Dahmen, University of Oregon:

<https://docs.google.com/document/d/12nkabcRFJW6YUL8ZKeCbl5Bf4DsjU0QZzezBHF10z5I/edit?usp=sharing>

Proposed Timeline:

- Brief Chapter Proposal Deadline: [October 2, 2026]
- Notification of Acceptance: [Late October 2026]
- Full Draft Due: [Early January 2027]
- Review & Revisions: [February/March 2027]
- Final Manuscript Submission to Publisher: [June 2027]

Submission Instructions:

Please send a 500-word proposal plus a 100-word bio to Professor Nicole Dahmen at ndahmen@uoregon.edu. The deadline for proposal submission is October 2, 2026.

Questions? Email Professor Nicole Dahmen: ndahmen@uoregon.edu

Editor Bio:

Nicole Dahmen is a professor and journalism area director at the School of Journalism and Communication at the University of Oregon. Dahmen has gained an international reputation for her scholarship, which falls into three key areas, sometimes standing alone but more frequently intersecting: visual journalism, media ethics/literacy, and contextual reporting. Her Ph.D. is from UNC-Chapel Hill. With 25 years of collegiate teaching across mass media disciplines, Dahmen is well-versed in curriculum and other pedagogical matters. She's the 2021 AEJMC Scripps Howard Journalism Professor of the Year.