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Research Article

Research on the Path of Practice Teaching in Journalism Communication Driven by the Original Problem

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Abstract

Many news phenomena are closely related to the development of society and are derivatives of the original problems. Therefore, it is of great theoretical and practical significance to use the driving force of the original problems to conduct practical teaching of journalism and communication. The rational use of the original knowledge in practical teaching of journalism and communication plays an important role in realizing less teaching and more learning and optimizing classroom effect. Based on the original problem, this paper explores a new path of practical teaching of news communication, pays full attention to the exploration of the original problem, and USES this theory to guide the practical teaching of journalism communication. Statistics show that the practice teaching effect of twice the result with half the effort is received.

Keywords

The Problem of Origin • Journalism and Communication • Practical Teaching • The Path to Study

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Journalism, radio and television journalism, advertising, editing and publishing, and network communication are the main features of journalism with practicality and applicability. As an applied discipline, practical ability is required. Therefore, practical teaching is an indispensable part of this major (Bronstein & Fitzpatrick, 2015). Over the years, the practical teaching mode of journalism and communication majors in universities is relatively single, which is not conducive to the formation and display of students' practical ability. In the contemporary era of economic globalization, political multi-polarization and cultural diversity, the measurement standards and values of talents in all walks of life in society have also undergone great changes, and higher and newer requirements have been put forward for practical ability and comprehensive quality of real labor force. College students are faced with fierce market competition when they graduate, and their weak operational ability puts them at a disadvantage when hunting for jobs. The social environment and employment demand require universities to innovate the practical teaching mode and build a scientific professional practical teaching system, so as to cultivate students' practical ability and adapt to the employment demand of journalism and communication professionals in the new situation.

"The original problem of journalism and communication" refers to the hidden knowledge in the practice of journalism and communication or the news time that is basic, enlightening, typical and can derive other valuable news (Ashwell, 2014). It is found that many news phenomena are closely related to the development of society and are derivatives of original problems. Therefore, it is of great theoretical and practical significance to conduct practical teaching of journalism by using the driving force of original problems.

Practical Teaching of Journalism and Communication

Journalism and communication, with practicality and applicability as its main features, is an applied subject and requires strong practical ability. Therefore, practical teaching is an indispensable part of this major. Over the years, the practical teaching mode of journalism and communication majors in universities is relatively single, which is not conducive to the formation and display of students' practical ability. In the contemporary era of economic globalization, political multi-polarization and cultural diversity, the measurement standards and values of talents in all walks of life in society have also undergone great changes, and higher and newer requirements have been put forward for practical ability and comprehensive quality of real labor force (Ha et al., 2016). The social environment and employment demand require universities to innovate the practical teaching mode and build a scientific professional practical teaching system, so as to cultivate students' practical ability and adapt to the employment demand of journalism and communication professionals in the new situation.

Requirements of current employment situation on practical teaching

(1) Practicality and applicability are the important characteristics of practical teaching for journalism and communication professionals. Practical teaching is an important link and means to cultivate students' practical ability and creative quality, which is of great significance for cultivating students' innovative ability. In the

media talent market, employers not only require students to have a higher degree, a wide range of basic knowledge, but also hope that students have a strong ability to work. All of these make the employment pressure of the talent market increase, and require the journalism major to cultivate practical applied talents. Students can work in the media especially, and they can adapt to it as soon as they graduate (Guo, Vargo, Pan, Ding & Ishwar, 2016).

(2) the industrialization of the media field highlights the demand for inter-disciplinary talents. With the industrialization of the news media field, the development of the news communication industry presents a new trend. After China's accession to the WTO, not only the domestic industry has invested a large amount of foreign capital into the news media, forming a tide of newspaper group, radio and television group, and foreign capital has also infiltrated into China's news media in many ways, there is a growing trend. This situation puts forward higher requirements for the cultivation of talents in journalism and communication. In the media talent market, they are required not only to be competent in their own work, but also to have the organizational ability and planning ability to complete tasks. All of these have led to the urgent need for interdisciplinary talents in the employment market of journalism majors with relatively low degree of specialization.

(3) the needs of the broad sense "spread" provides high-quality journalism talents with broad media industry employment stage trigger a war for talent, from the perspective of the talent demand of nearly two years, the media, publishing, advertising, marketing planning, that kind of talent demand as a whole is relatively large, but an obvious trend: the number of people go directly to the media, and the employment in enterprises (including advertising company), the number of party and government organs (including business unit) has grown fast.

Chinese enterprises' growing and upgrading of enterprise culture, make enterprise are thirsty on graduates who major in journalism class, with the development of society and economic, enterprises and institutions, party and government organs to promote talent demand is growing, planning, public relations, is broadcast television journalism students provide a broad employment prospects.

Therefore, what we now call "news communication" should be "big communication" in a broad sense. It includes corporate communication, government communication and so on.

Prominent problems existing in practical teaching of journalism and communication major at present

Comprehensive practice teaching is not developed enough.

Journalism and communication professional practical demand is high, the current employment situation of students' practical ability is also put forward higher requirements, but at present, universities and colleges of journalism and communication professional teaching often too much emphasis on theoretical knowledge transfer, market consciousness, innovation consciousness does not reach the designated position, not enough comprehensive practice teaching in, the students' professional skills quality severely affected.

Insufficient funds for laboratory construction.

Due to the limitation of funds and other reasons, the construction of some necessary practical teaching facilities in the university is not complete, especially for the digital laboratory with large funds.

Single internship method.

In the link of off-campus practice, many colleges and universities adopt the practice of letting students enter the news media, and carry out the practice under the guidance of journalists and editors working in the media industry. As the number of colleges and universities offering journalism and communication majors has increased year by year in recent years, with the increase of internship students, and the limited reception capacity of news organizations in terms of manpower and material resources, the practice has become a mere formality. Some colleges and universities still treat students' graduation practice as "herding sheep", which is not enough to guide students' graduation design and organize their graduation practice. The internship channel is not smooth, students have less opportunities to exercise, so students' practical ability is not enough, and graduation practice cannot achieve results.

Practical teaching cannot keep up with the increasing requirements of the media.

From the analysis of the social demand and the main employment trend of the students majoring in journalism and communication, there is still a big gap in our practical teaching. At present, China's journalism and communication discipline education, especially in practical teaching, cannot fully meet the increasing employment requirements of the media nowadays. They have the requirements of high-level, inter-disciplinary and professional news talents with an international perspective and media management talents. At the same time, to a certain extent, it can't meet the requirements of "big communication" in a wide sense for high-quality news communication talents.

This paper sampled the junior and senior students of the journalism department and counted the factors influencing their practical teaching of news communication, as shown in Fig.1.

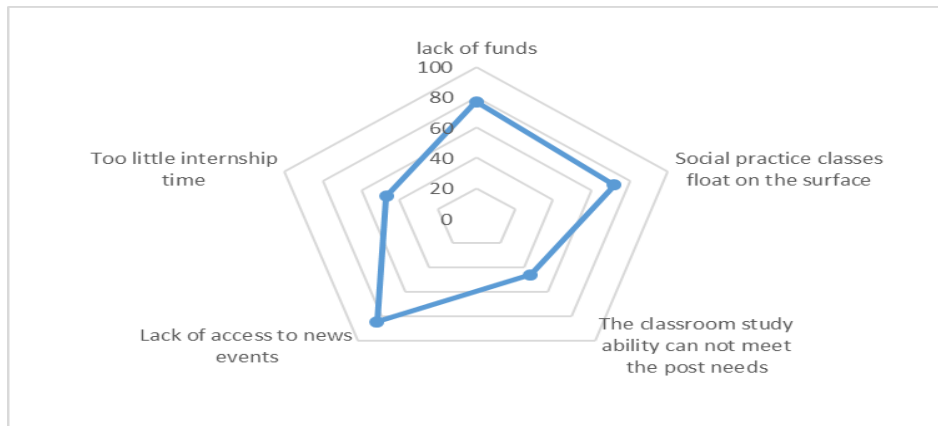


Figure 1. The factors influencing students practical teaching of news communication.

At the same time, in this paper, the teachers of news communication practice course in journalism department were interviewed and surveyed. The factors that they believed influence students' practice teaching course are as Fig.2.

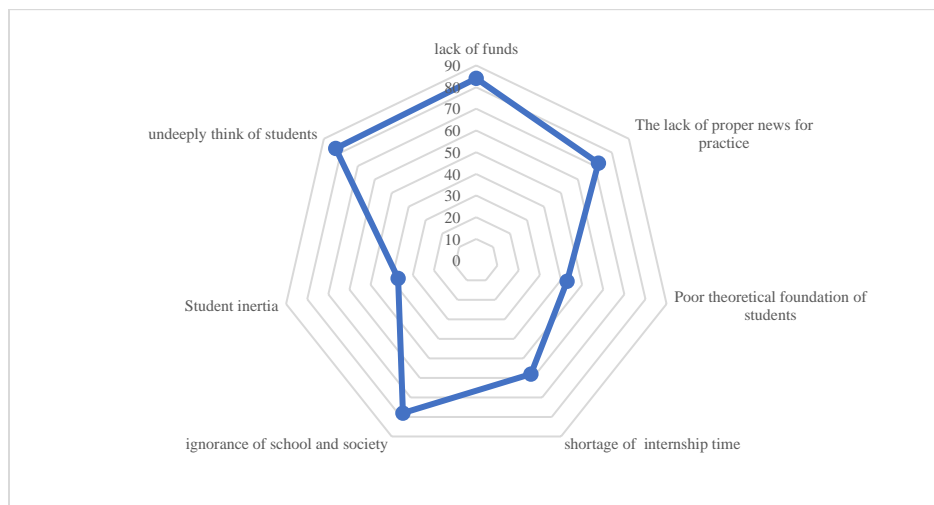


Figure 2. The factors the teachers believe influence the practical teaching.

The origin of journalism and communication

According to the questioning path presented by the question, the current question should be "what is journalism communication". However, when this kind of defining inquiry is made to journalism and communication, the examination of it will fall into the perspective of "discipline style" and obtain the opinions discussed above again, because definition is always the presentation of the core of the discipline (Guo, Vargo, Pan, Ding & Ishwar, 2016). Therefore, the study of journalism and communication from the standpoint of the discipline is really an autochthonous circle "only because the body is in the mountain". So are there other more suitable stops? Any subject is not born out of thin air suddenly, it always has a brewing process. This incubation process can reasonably be called the "pre-discipline" stage. This means that a discipline is a discipline not because it has the name of a discipline, but because in the "pre-discipline" stage the essence of the discipline is already congealed, the essence bubbling out of which is the origin: "where does a thing come from, through what it is and as it is" (Ashwell, 2014; Wise, Greenwood & Davis, 2011).

Therefore, the pursuit of the essence of journalism is neither based on the time when the discipline was born, nor the historical event when the term "journalism and communication" first appeared, but carefully comprehending the solid foundation of journalism and communication based on the tracing of these clues. This source is the origin of journalism and communication, which gives the nature of journalism and communication.

Knowledge of journalism and communication.

Firstly, it is necessary to distinguish the origin of news from that of journalism. Although journalism and communication is based on the news phenomenon, it not only indicates the blood connection between the two, but also implies a transcendent reflection of journalism: returning home with a broad vision. Journalism is oriented towards journalism. Just as philosophy is oriented towards the world, this orientation makes the dissemination of news possible. That is, journalism and communication is known. The subject knowledge of journalism and communication is important, but not the most important, because its origin orientation reveals something more crucial.

Caring nature of journalism and communication.

The orientation of journalism has led to the spread of social news. However, as a result of the distant distance of social progress and the excessive attention to entertainment to death, it is very easy for news communication to forget and lose its roots. Concern for human society. This concern encompasses both the individual and the society as a whole. This concern is inherent in the original continued orientation, so that all disciplines share the same implied meaning in their origins. Therefore, journalism and communication is originally caring.

Integrity of journalism and communication.

Philosophical concerns are expressed through the pursuit of the tao of the world, political concerns are expressed through the establishment of good order, and journalistic concerns are expressed through the care of society and individuals. So how does journalism demonstrate this concern? By looking at social phenomena. And in what realm does the social phenomenon appear? In the words, whether spoken or not, of the media. What does he say? Everything in the world. Therefore, in the original orientation of journalism and communication, there is a natural concern for all things. In other words, journalism and communication integrates all things into the body. The real understanding comes from the integrated understanding of journalism and communication. Journalism needs to be fought again with the utmost heart in an increasingly divided world.

The beauty of journalism and communication.

In the actual news communication activities, the confluence of journalism and communication on many social phenomena is far from being forced by external force, but fundamentally lies in its continuous direction of the whole concern for human life. So the question is, what is a human life, or more accurately, a human life of concern? Human life, this is a basic fact. And man is an active being, which means that he not only lives, but he thinks about life, that is, he CARES about life (Macnamara, 2016). Man's concern for his life is above all his concern for the good life of himself, for a sane man is not concerned with how to make himself in a bad life. Individuals pursue a good life, each individual pursues a good life, and each individual lives a good life of the whole good life is generally called a good life. Therefore, the continuous orientation of journalism and communication science is the whole concern for people's good life. It is this beauty that gives journalism and communication the responsibility of caring society. Therefore, the study of news communication is far from some kind of pure knowledge research, and it is by no means the so-called handiness of the tool in some kind

of catering voice. Journalism and communication is an eternal concern for the good life. The crisis nature of journalism and communication. Because of the limitations of human beings and the difficulties of the most profound and extensive tasks, journalism and communication will never claim that it has the ultimate truth for the good life. How, then, can journalism move towards the good life, since it is always ignorant of the good life? Can you stare long at the void? The problem is fundamentally a reflection of the current state of life: human life has reached an opening and closure: the recognition of others by clinging to oneself, and the rejection of others by this recognition. The search for the absolute truth, the only good life, has been lost as never before. Under the current "consensus", how can journalism and communication reasonably pursue a good life? Or is it the variety of good lives that journalism yearns for? In the eternal unrest, this is the original crisis of journalism and communication, and it is precisely because of this inalienable crisis that journalism and communication at present shows its tendency of crisis. Therefore, the study of news communication is far from expected to be clear and accurate, that is, the discipline nature of other disciplines (Slater & Rouner, 2016). This does not mean that journalism is not a subject, on the contrary, it is a fundamental subject rooted in its original meaning.

Practical Teaching of Journalism and Communication Driven by Original Problems

Philosophy of "origin" means the initial source of everything or forming the world's most fundamental entities, to borrow to the journalism and communication, "the origin of journalism and communication" refers to the practice of journalism and communication of the recessive knowledge or has foundational, enlightening, typicality and can derive other valuable news press time. It is found that many news phenomena are closely related to the development of society and are derivatives of original problems. Therefore, it is of great theoretical and practical significance to conduct practical teaching of journalism by using the driving force of original problems.

Theoretical basis of practical teaching of journalism and communication driven by the original problem

According to psychologist Amos, meaningful learning of journalism and communication refers to the establishment of inhuman and substantial connections between new knowledge of journalism and appropriate knowledge existing in learners' cognitive structure, so as to form appropriate psychological image. That is to say, learners should retrieve the fixed points which have substantial connection with new knowledge from their original cognitive structure, make them interact with each other, carry out the assimilation in the sense of new knowledge, so as to expand or restructure their cognitive structure. Meaningful learning must have the following conditions (Slater & Rouner, 2016):

(1) The learning content has the potential meaning to the original cognitive structure (namely has the substantial non-human connection);

(2) Learners are motivated to learn actively. The premise for learners to form meaningful learning orientation is to make them associate the learning task with appropriate goals, connect the learning content with the knowledge they have learned before, use new knowledge and skills to explore new problems, etc. In other

words, students must actively construct the knowledge in their own minds. The taboos of the practical teaching of journalism is the simple listing of news, and it is also necessary to strengthen the internal connection between various news phenomena, stimulate new excitement of students, and promote meaningful practical teaching of students. New problems derived from source sex problem is closely connected with the original problem in essence, the problem is the growing point of source sex, is a platform, and the source sex problems in the practice teaching is to make students in a series of journalism and communication problems driver down to solve the problems of the new, more challenges, in the process of problem solving for valuable "by-products", so as to understand the essence of the problem, and master their context. The thinking mode, depth and breadth of journalism and communication have obviously improved (Boutellis, Abirached & Raoult, 2014). Simply speaking, journalism and communication students cognitive structure is the mind to obtain the journalism and communication of knowledge structure, is merely a subjective reconstruction after students' knowledge of journalism and communication junction may, after it is journalism and communication interaction students' knowledge structure and their psychological structure of the product, its content including journalism and communication of knowledge and knowledge of the journalism and communication organization way and the characteristics of the in the mind. On the other hand, it is more necessary to reflect the organizing way of a series of activities such as receiving, encoding, storing and extracting knowledge content in students' mind. The key of practical teaching of journalism and communication is to perfect students' knowledge structure of journalism and communication. In addition to sorting out knowledge, the deeper part is to find the internal connection between problems, and the exploration of original problems is also the improvement of ideas.

As the content of the original problem

Here what we call hidden problems including journalism and communication of news transmission thought method, thinking method and concept of journalism and communication, journalism and communication of these content in level is higher than pure knowledge of journalism and communication, more abstract, general, and of course also news writer pursues, and because they had concealment, also tend to be ignored or mining does not reach the designated position, influence to improve the student's ability of journalism and communication, the change of concept of journalism and communication. Teachers in the practice teaching has to notice it, but because the student limited by its own knowledge level, insufficient recognition of the idea of journalism and communication method, understanding is not deep. Therefore, teachers should "dig out" the thoughts and methods of journalism in practice teaching, so that students can apply them to practice and analyse and solve problems, which is an urgent problem to be solved in practical teaching of journalism and communication (Kuzmin, 2013).

Therefore, teachers should pay enough attention to the root of the problem, often receive twice the result of practice teaching, also from the root of the burden of students. The above process of "connection" and "inquiry" not only reflects the divergent thinking process from low-level to high-level, one-way thinking to diversified analogy, association, extension and so on, but also reflects the source of journalism and communication activities.

Pressure on practical teaching of journalism and communication comes from many aspects, including economy, society, other disciplines and journalism and communication itself. Because journalism is fundamentally beneficial to all human beings, and responsibility is a burden, journalism must face these doubts from what it carries. And the dissection of these pressures will soon become apparent, as is the carelessness and misunderstanding of journalism and, more fundamentally, of the doubters themselves.

1. As far as discipline is concerned, journalism and communication is ignorant. What can be called a subject must first have its own research object. Philosophy towards the overall understanding of the world, journalism and communication seems to have the connotation, as Pythagorean essence understanding of the world, but, ultimately, journalism and communication is a quantitative interpretation of the world, and the world around them no quantitative thing very much, so obviously, journalism and communication is likely to be a kind of "prejudice", just as philosophy is also "prejudice" in the history of "full". Physics also depends on quantification, but this quantification has become a tool, and no matter how important or inseparable it is, it cannot be the core essence of the discipline, so physics holds on to its nature. It seems that journalism and communication studies natural objects as well: "human" objects in nature.

2. However, in addition to caring about the natural state of the people as the centre of the news, news communication pays more attention to the state of the people as the soul -- this is the source. The social progress of anthropology stands on the close connection between science and technology and human beings, while the subtle communication of sociology has already crossed the land and become independent and self-sufficient. Therefore, there is an era of news broadcast, People's Daily and we media. The above analysis is not trivial, but strongly illustrates three crucial issues: the uniqueness of journalism, which is almost obvious; However, it is not as "obvious" as we can easily imagine, because social phenomena have either implicit or explicit dense associations. Thirdly, the correlation between inclusive even suggests that a historical affinity between various social phenomenon, and the relationship is from "the whole and the parts" or "new wine in old bottles" two aspects was shaken the independence and validity of journalism and communication, at this point, even these seemingly a rock-solid news still has to deep dependence. As we shall see, these three questions are the doubts of other "rigorous" disciplines on journalism and communication, but they are also the return of the latter to the former.

In any case, the eyes of people in the society or the general public means a kind of rational, logical, the feeling of the news though is always a personal feeling, it can, of course, has extensive sympathy, but in the end still belongs only to have the feeling of individual), however, to public, such as politics, education, any personal feelings, more to the nature of the individual are all should be cherished. It is this value that highlights the problem: the utilitarian tendency of social life. People live on the direct satisfaction of certain demands, and society also lives on the realization of certain demands. Strictly speaking, everything that reflects human concern is an indirect manifestation of human appeal. This is a matter of course, life is always our greatest and most fundamental concern. But the problem is that the pursuit of satisfaction is so urgent that it rarely stops to ask: how. Therefore, today's society presents a general demand for utilitarianism. Therefore, for philosophy, it requires the explanatory or transformational nature of the moment, for nature, it requires the operability of the moment, and for journalism and communication, it requires the practicability of the moment. In the spread of

news, the rush for quick results leads to the rampant spread of fake news. Is this urgent demand appropriate? Journalism is anything but that.

The Path of Practical Teaching of Journalism and Communication based on the Original Problem

Source knowledge refers to the knowledge of the original origin. It can reveal the source of knowledge generation, express the original features or reflect the evolution process, and rational use of original knowledge in practical teaching of journalism and communication plays an important role in realizing less teaching and more learning and optimizing classroom effect.

First, it is convenient for students to classify and practice, help them to quickly understand the common features of news and understand more news in the shortest time.

Second, the original question is easy to stimulate students' interest in further exploring the news, which is convenient to reflect the characteristics of journalism and communication, and is of great benefit to the cultivation of students' journalism and communication literacy.

Thirdly, the original knowledge is the catalyst for students from passive acceptance, mechanical imitation to independent learning and innovative application, and it is the key to achieve the goal of teaching less and learning more. One is that news content comes from life. Life knowledge is an important part of the original knowledge of news communication. Whether reading old news or modern we media news, we should bring our own life experience. Although the stories of people in the news are different, the essential nature of people is the same. They all want to live and have joys and sorrows. When reading and writing the news, they should constantly awaken the students' mood and thoughts similar to those in the situation of the news protagonist. We assume that we are going to write into peach garden of the world's press release, if arouse the students' life experience this source sex knowledge, Tao yanking to live in a society into a full of fight, exploitation, oppression, selfish, poor family, you are one of the small molecules, the ideal of Tao yanking described - why Shangri-La is isolated, and why they can be found, now that have been discovered, why to return when traces, nature is easy to understand. Second, news starts with people and starts with things. It is an important part of solving the difficult problem of news communication to understand the life experience, ideological character of the party concerned, especially the situation when news events occur, and understand people's opinions. For example, Qu Yuan committed suicide by throwing himself into the river in pursuit of light, Tao Yuanming abandoned his official position and retired to the garden of intoxication, Fan Zhongyan "worried and worried before the world, and happy after the world", while Ouyang Xiu strongly praised the people's happiness, we all gave affirmation, why? Students are hard to understand. Knowing people is a necessary prerequisite for accurate understanding of news. It is one of the purposes of our practical teaching to understand the life background of the parties, their personalities and experiences, and to find out more valuable things from the news, so that there will be no deviation in writing. Thirdly, it can deepen the understanding of the parties through the understanding of their living state, political state and some local related systems, and it is efficient and efficient.

For example, Tao Yuanming's ideal state seems to be everywhere in today's world, but why do people today not feel it is the ideal state, ideal life? Why is there no news today about this idea? This requires students to understand the social life of the eastern jin dynasty. The rapid development of today's society he could not imagine, that time even did not have electric lights, do not say information. Many difficult social phenomena in the news are related to the living environment and local system of the parties involved. After understanding these, you can learn to write the news and you won't have any mental barriers. Education, family background, spouse, children, job, institution, etc., are the primary issues needed to write news. The application of these problems can smoothly complete the practical teaching tasks and improve the efficiency of practical teaching.

In a word, in practical teaching of journalism and communication, effective use of indigenous knowledge is of great benefit to the realization of less teaching and more learning in journalism and communication.

The teaching process of journalism and communication practice based on source driven is shown in the Fig.3.

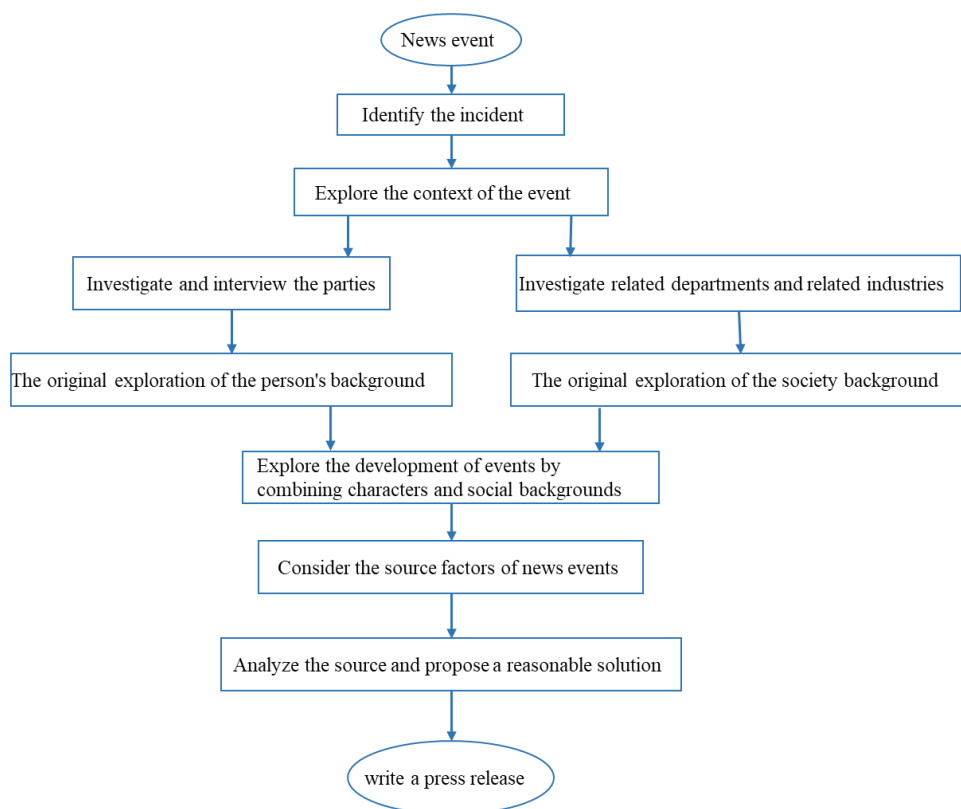


Figure 3. Teaching process of journalism and communication practice based on source driven.

News Communication Practice Teaching Progress based on this Path

After exploring the teaching path of journalism and communication based on the original question, teachers of journalism and communication in our school have provided long-term guidance to students' social practice based on this path. This is the behavior change of students' news practice. It can be seen from the statistics that it is of great theoretical and practical significance to carry out practical teaching of journalism and communication with the driving force of the original problem. As shown in Fig.4.

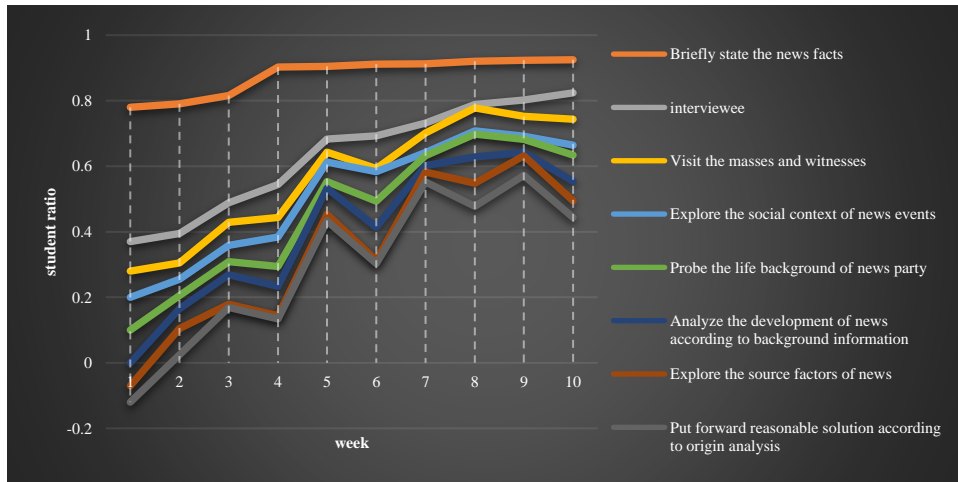


Figure 4. Student ratio of each item during weeks.

Conclusion

Practical teaching is an indispensable part of this major. Over the years, the practical teaching mode of journalism and communication majors in universities is relatively single, which is not conducive to the formation and display of students' practical ability. In the contemporary era of economic globalization, political multi-polarization and cultural diversity, the measurement standards and values of talents in all walks of life in society have also undergone great changes, and higher and newer requirements have been put forward for practical ability and comprehensive quality of real labor force. College students are faced with fierce market competition when they graduate, and their weak operational ability puts them at a disadvantage when hunting for jobs. The social environment and employment demand require universities to innovate the practical teaching mode and build a scientific professional practical teaching system, so as to cultivate students' practical ability and adapt to the employment demand of journalism and communication professionals in the new situation. Based on the original problem, this paper explores a new path of practical teaching of news communication. Teachers should pay full attention to the exploration of the original problem and often receive the practical teaching effect with twice the result with half the effort. Many news phenomena are closely related to the development of society and are derivatives of the original problems. Therefore, it is of great theoretical and

practical significance to use the driving force of the original problems to conduct practical teaching of journalism and communication.

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