



Media Literacy

By W. James Potter



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This book offers a detailed approach to studying media influences and presents readers with a clear vision of what it means to operate at a higher level of media literacy. W. James Potter argues that the media have a profound influence on the way we perceive the world by shaping our beliefs and expectations. By becoming more media literate, we can avoid the potentially negative effects of those media messages as well as amplify the potentially positive effects. With substantial discussion of media content, audiences, and the media industries, the book tackles key issues related to media ownership, invasion of privacy, piracy of media messages, violence, and sports. Readers will gain a clearer perspective on the borders between the real world and the simulated media world and will become more informed and literate media consumers

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Media Literacy By W. James Potter Bibliography

- Sales Rank: #1145895 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2010-05-27
- Original language: English
- Number of items: 1
- Dimensions: .80" h x 7.30" w x 9.00" l, 1.60 pounds
- Binding: Paperback
- 488 pages

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Editorial Review

Review

"This Media Literacy text goes far beyond any other I've seen in helping students learn how to become better informed media consumers rather than simply sponges which absorb whatever they see and hear from different mass media. Consequently, this textbook helps make basic concepts of Media Literacy valuable, memorable and meaningful long after the semester in which it is used."

(Rebecca Dumlao 2011-03-09)

"The book covers a range of material in an accessible and interesting way. Points of distinction: readability, accessibility, and comprehensiveness."

(Dolores Flamiano 2011-03-09)

About the Author

W. James Potter joined the Department of Communication in the fall of 2001. A holder of a Ph.D. in Communication Theory and another in Instructional Systems, he has also taught at Western Michigan University, Florida State University, Indiana University, UCLA, and Stanford University. He is a former editor of the Journal of Broadcasting & Electronic Media as well as the editor of the forthcoming Encyclopedia of Media Violence. He has published numerous scholarly articles, book chapters, and 15 books. His research focuses primarily on media literacy and media violence. He is currently at work on a general theory of the mass media in which he plans to integrate the theories and research findings about the mass media industries, their content, audiences, and effects into a unified system of explanation.

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