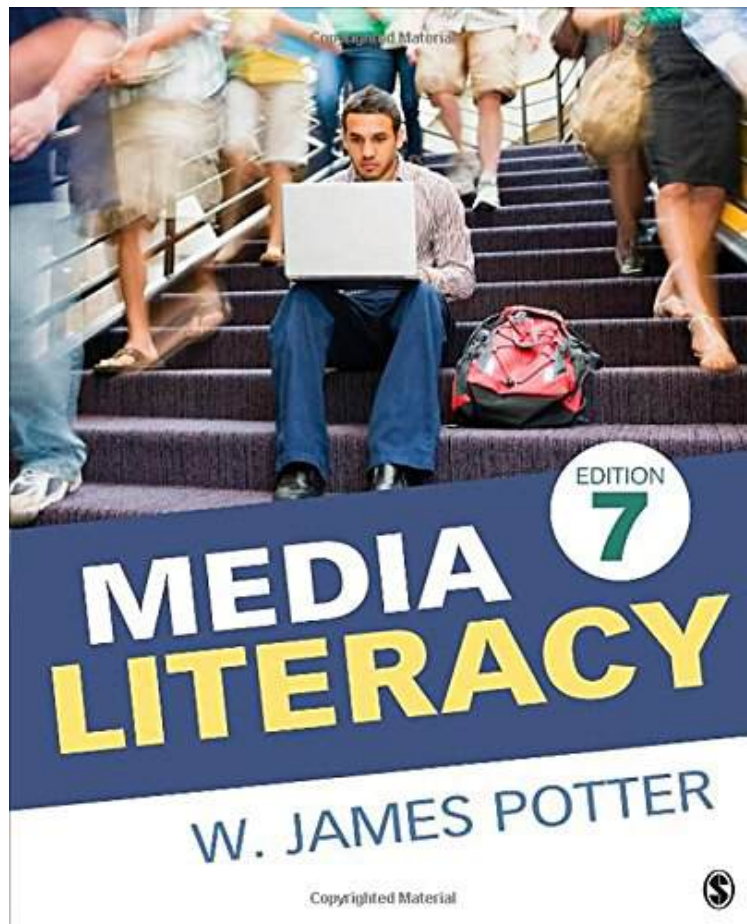


## Media Literacy

By W. James Potter

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2 of 2 review helpful The book s only fault is that it is too comprehensive By Michael Potter uses sterling logic to dissect break down and organize the various component parts of modern media He then provides excellent well referenced historical economic and political context for each The author then analyzes how these influences shape the media content that we consume every day and offers helpful online activit In this media saturated world we must learn

how to navigate through the overwhelming flood of information so that we can avoid the risks and maximize its potential to help us Media Literacy Seventh Edition shows you how Drawing from thousands of media literature studies author W James Potter explores the key components to understanding the fascinating world of mass media In this thoroughly updated and revised edition Potter presents numerous exam About the Author W James Potter professor at the University of California at Santa Barbara holds one PhD in Communication Studies and another in Instructional Technology He has been teaching media courses for more than two decades

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### **media education foundation films for media literacy**

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