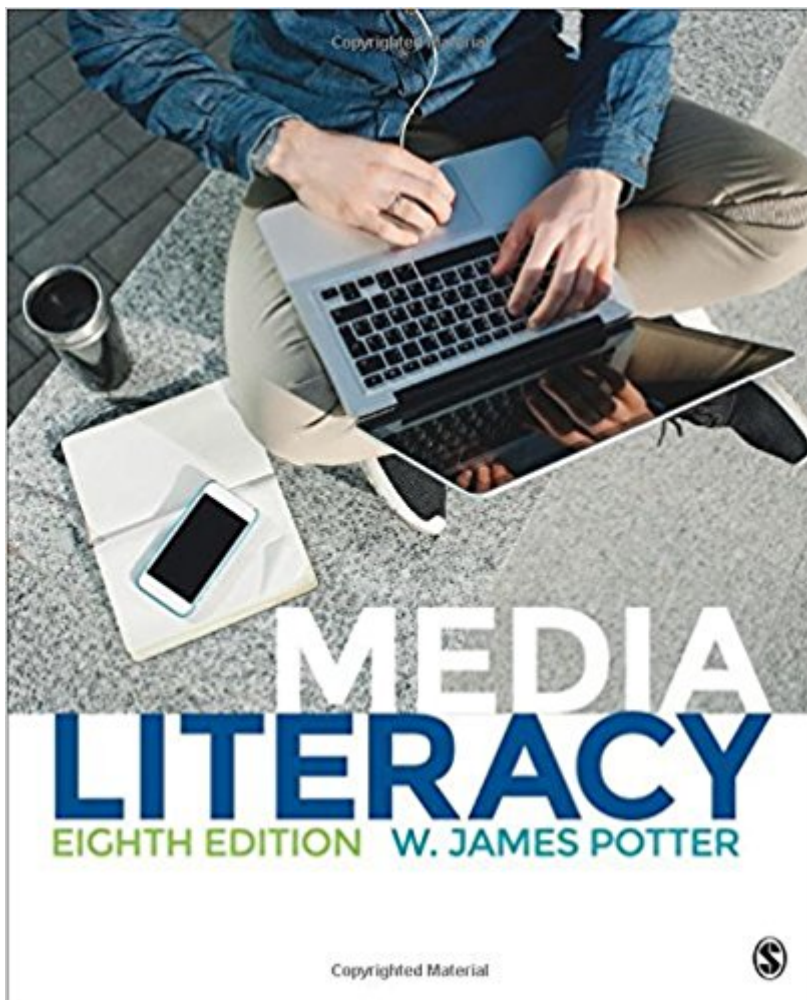


The book was found

Media Literacy



Synopsis

In this media-saturated world, we must learn how to navigate through the overwhelming flood of information so we can avoid the risks and maximize its potential to help us. Media Literacy, Eighth Edition shows readers how. Drawing from thousands of media literature studies, bestselling author W. James Potter explores the key components to understanding the fascinating world of mass media. In this updated, revised, and reorganized new edition, Potter presents numerous examples and facts for readers to understand how the media operate, how they attract attention, and how they influence us on a day-to-day basis.

Book Information

Paperback: 576 pages

Publisher: SAGE Publications, Inc; 8 edition (January 22, 2016)

Language: English

ISBN-10: 1483379329

ISBN-13: 978-1483379326

Product Dimensions: 9.4 x 7.4 x 0.8 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 3 customer reviews

Best Sellers Rank: #8,986 in Books (See Top 100 in Books) #26 in Books > Textbooks >

Communication & Journalism > Media Studies #57 in Books > Textbooks > Communication &

Journalism > Communications #73 in Books > Reference > Words, Language & Grammar >

Communication

Customer Reviews

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 in the areas of effects on individuals and society, content narratives, structure and economics of media industries, advertising, journalism, programming, and production. He has served as editor of the Journal of Broadcasting & Electronic Media and is the author of many journal articles and books, including the following: Media Effects, The 11 Myths of Media Violence, Becoming a Strategic Thinker: Developing Skills for Success, On Media Violence, Theory of Media Literacy: A Cognitive Approach, and How to Publish Your Communication Research (with Alison Alexander).

Fine

Works great for my Communications class. Really useful and offers a lot of interesting views.

Lacks in applicable strategies for classro incorporation

[Download to continue reading...](#)

Children, Language, and Literacy: Diverse Learners in Diverse Times (Language & Literacy Series) (Language and Literacy (Paperback)) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) Traces Of A Stream: Literacy and Social Change Among African American Women (Pitt Comp Literacy Culture) Visible Learning for Literacy, Grades K-12: Implementing the Practices That Work Best to Accelerate Student Learning (Corwin Literacy) Teaching Literacy in the Visible Learning Classroom, Grades K-5 (Corwin Literacy) Best Practices in Adolescent Literacy Instruction, Second Edition (Solving Problems in the Teaching of Literacy) Maker Literacy: A New Approach to Literacy Programming for Libraries Information Literacy Instruction: Theory and Practice, Second Edition (Information Literacy Sourcebooks) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Pretty in Print: Questioning Magazines (Media Literacy) Looseleaf Introduction to Mass Communication: Media Literacy and Culture Media Literacy Introduction to Mass Communication: Media Literacy and Culture Updated Edition Get Them Thinking!: Using Media Literacy to Prepare Students for State Assessments Introduction to Mass Communication: Media Literacy and Culture Managing Interactive Media Projects (Graphic Design/Interactive Media) Between Film, Video, and the Digital: Hybrid Moving Images in the Post-Media Age (International Texts in Critical Media Aesthetics)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

