



Media Literacy

By W. James Potter

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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 examples and facts to help you understand how the media operate, how they attract your attention, and how they influence you. Each chapter concludes with a set of exercises to help you apply the chapter material to everyday life and engage in a step-by-step process to increase your level of media literacy.

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Editorial Review

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 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).

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