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Media Literacy By W James

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.

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Introduction to Media Literacy builds students' media literacy step-by-step to make them more knowledgeable about all facets of the media and more strategic users of media messages. In nine streamlined chapters, all of the essential media topics are covered - from understanding media audiences, industries, and effects to confronting controversies like media ownership, privacy, and violence ...

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Media Literacy (9th ed.) by Potter, W. James (ebook)

W. James Potter is a professor in the Department of Communication at the University of California at Santa Barbara where he teaches courses in media effects, media literacy, media businesses, and media content. A holder of a Ph.D. in Communication and another in Instructional Systems, he has also taught at Western Michigan University, Florida ...

Media Literacy - W. James Potter - Google Books

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 ...

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BIOGRAPHY OF JAMES POTTER W. James Potter has been a professor in the Department of Communication at the University of California, Santa Barbara since 2001. His research focuses primarily on media literacy and media violence, and he is the author of the class textbook, Media Literacy. He began his career