



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 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.

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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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