



The 11 Myths of Media Violence

By W. James Potter

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The 11 Myths of Media Violence clearly explains why media violence has not only been allowed but encouraged to escalate. Esteemed author W. James Potter challenges many of our assumptions about the relationship between media and violence. He argues that these assumptions are the primary barriers preventing us from confronting the issue of violence in films, TV, and video games.

Students and scholars of Mass Media, Communications, Film, and Sociology will find **The 11 Myths of Media Violence** inspires passionate discussion and innovative research. Consumer activists, teachers, and families will find it an essential resource and invaluable step toward finding solutions to this critical social issue.

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Editorial Review

Review

"This well-written study adds many fresh perspectives to a continuing social and public policy debate. . . . Highly recommended."

(CHOICE)

*"Potter's **The 11 Myths of Media Violence** is a groundbreaking, innovative look at a problem that continues to produce controversy even though researchers have been studying it for more than half a century. Potter cogently describes and explains the theories and research that have attempted to illuminate this controversy. However, he goes well beyond all previous books on the topic by explaining the forces that undermine any attempts at public understanding or a resolution of the problem. By explicitly describing the various forces that impede public comprehension of the issue, and by organizing the book around 11 central misunderstandings, Potter brilliantly illuminates the thorny issues that surround the media violence debate. His writing is both clear and compelling. Students, researchers, journalists, policy-makers, and parents will enjoy this book and achieve an in-depth understanding of the issues and their implications for society."*

(Joanne Cantor 2003-10-15)

*"**The 11 Myths of Media Violence** is indispensable reading for anyone interested in the issue media violence. Potter's thought-provoking challenges to arguments that media violence is harmless or benign are clearly articulated, empirically sound, and undeniably essential in our violence-saturated culture. This book is certain to be a primary reference for students, scholars, and policy makers dealing with how best to address the psychological, social, and legal implications of violence in the media."*

(Mary Beth Oliver 2003-10-15)

"It is a wonderful summary of the key issues in this hotly debated area. . . This book is a "must read" for anyone involved in the media violence debate."

(Craig A. Anderson 2003-10-15)

*"**The 11 Myths of Media Violence** is a must read for everyone who has ever sat in front of a television. Potter indicts our culture thirsty for a quick fix and simple black and white answers. He reminds us we live in a wonderful world of mystery, complexity and untold shades of gray. I must order more copies of this book for the many friends and cohorts with whom I attempt to discuss the harms of media violence."*

(Ann Simonton 2003-10-15)

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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Allison Lyon:

The 11 Myths of Media Violence can be one of your beginner books that are good idea. We recommend that

straight away because this book has good vocabulary that may increase your knowledge in words, easy to understand, bit entertaining but still delivering the information. The writer giving his/her effort that will put every word into pleasure arrangement in writing The 11 Myths of Media Violence although doesn't forget the main position, giving the reader the hottest and based confirm resource info that maybe you can be among it. This great information can easily drawn you into completely new stage of crucial pondering.

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