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# Introduction to Media Literacy

*W. James Potter*

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# Introduction to Media Literacy

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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 – in a concise format that keeps students focused on improving their media literacy skills as effectively and efficiently as possible.

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