



Media Literacy

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** shows you how. In this thoroughly updated and revised **Eighth Edition**, Potter demonstrates how the media operate, how they attract your attention, and how they influence you. Drawing from thousands of media research studies, the new edition includes a fully revised chapter on news, updated and expanded coverage of digital media and social media, reflecting the rapid changes in the field. 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 own media literacy.

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