



Media Literacy

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This textbook helps undergraduate and graduate students develop their media literacy and analytical skills. Potter (U. of California, Santa Barbara) addresses such topics as the influence of advertising on content; the effects of media on children's cognitive development; and the importance of real-world knowledge. New to the third edition are chapters on media influence on sports; media violence; and privacy and piracy issues. Annotation : 2004 Book News, Inc., Portland, OR (booknews.com). (0761923152)

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