



# Media Literacy

*W. James Potter*

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**Media Literacy** W. James Potter

**Media Literacy, Third Edition** helps students develop strong knowledge structures about the media. Author W. James Potter presents a guidebook to the often difficult terrain of the mediated world, providing a plan of action for students to develop their media literacy and analytical skills. Potter shows how becoming media literate gives students a clearer perspective of the borders between their own world and the simulated media world. Throughout the book, he encourages students to apply the exercises to their own experiences and thus develop skills beyond simple rote learning.



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