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Author: W James

Potter. Publisher:

Thousand Oaks, CA :

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Provides a guide to decoding messages in a media-saturated world.

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the fascinating world
that operates behind
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and exercises that support the key ideas of any media studies; and invites students to think like a psychologist, an economist, an advertiser, a journalist, a media critic, a producer, and a policy maker.

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controversies like
media ownership,
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comprehensively
explains how we
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enlightens readers on
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about filtering

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the commonly
discussed topics –
sex, violence,

advertising – to lesser-
studied topics, such
as values, sports, and
entertainment

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of media familiar to students substantial discussion of theories and research, including interpretations of original research studies a balanced approach to covering the breadth and depth of the subject discussion of work from both psychology and media disciplines.

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to examine and
evaluate mediated
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includes mass
communication
research, theory and
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opportunities for being involved in participatory culture and acquiring the necessary skills.

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century, media literacy is an essential survival skill for everyone in our society.... This text takes the position that media, audiences, and culture develop and evolve in concert.
-Pref.

The study of media effects is one of the most central to the

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discipline of
communication and
encompasses a vast
array of theoretical
perspectives,
methodological tools,
and application to
important social
contexts. In light of
this importance - as
well as the rapid
changes in the media
environment that have
occurred during the

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past 20 years - this Handbook of media effects theorizing and research explores where media effects research has been over the past several decades, and, equally important, where it would be most fruitful to go in the years ahead. In addition to providing a comprehensive

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framework for those interested in media effects, the Handbook also emphasizes the changing nature of the media landscape. Thus, new technologies not only provide new venues for research, but they also represent challenges to many existing media effects theories (that were

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formulated prior to the widespread adoption of the Internet). The contemporary diversity of the field and its research is seen in chapters addressing sociological, cultural, and organizational approaches and in chapters on specific approaches, domains, and context-related

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effects. Throughout

the Handbook and

within each chapter,

authors address the

following issues: (1)

historical context on

theory

development/area of

study; (2) theory

explication and

theoretical

developments through

to the present; (3)

typical method of

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approach/moderators;

(4) conceptualization

of the audience; (5)

the impact of new

media environments;

(6)

criticisms/controversies;

and (7) directions for

future research.

Section I: Begins with

an overview of the

field,

conceptualization of

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Media effects, and the editors' goals for the volume and then focuses on the range of methodologies (both quantitative and qualitative methods) used in the study of media effects. Section II: Focuses on dominant theoretical approaches in the media effects area from a more societal

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perspective. Included here are some of the most dominant theoretical perspectives in the media effects realm (i.e., cultivation, agenda setting, framing) that relate to broad-reaching effects of both entertainment and news programming. The section then

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focuses on related theories that, though less developed, have received significant attention in the literature. To expand the horizon of this Handbook, a chapter on Cultural Studies is included to engage more qualitative views of media's societal effects. Section III: Focuses on issues of

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message selection
and processing that
are central to the
mass media literature.
These chapters cut
across application
contexts. For
examples, the
emotion chapter
touches on
entertainment,
persuasion, and
children's media; the
Social Influence/Envir

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Journal of Mass Media Research

chapter includes

issues of co-viewing

in families, among

peers, etc. Section IV:

Reflects a dominant

trend in media effects

literature - that related

to persuasion and

learning - and traces

its theoretical

perspectives

(including major

theories of persuasion

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and especially social
cognitive theory)

through the various
contexts in which
media have such
effects, such as
health, advertising,
media literacy, and
the like. Section V:
Explores the contexts
and audiences that
have been traditional
foci of media effects
research - violence,

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children, body image, video games, sports, etc. In each chapter authors address the theories most applicable to those contexts, further expanding the theoretical offerings of this Handbook. The focus on how this sort of research is typically conducted methodologically and

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how it will need to change in light of new technologies and media advances make these chapters unique. Section VI: Expands on existing work by focusing on a concern central and unique to the communication discipline - message medium - and how it influences effects

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ranging from what messages are attended to (e.g., formal features), how we spend our time (e.g., displacement effects), and even how we think (e.g., medium theory).

In *Seven Skills of Media Literacy*, best-selling author and renowned scholar W.

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provides readers with the practical guidance they need to make substantial improvements on seven major skills required to increase their media literacy. For each of these seven skills, Potter provides easy-to-follow algorithms and heuristics that

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structure the process
of using the skill.

Chapters also offer
many exercises to
help readers practice
using these
algorithms and
heuristics while
avoiding traps in
thinking. The book is
organized to guide
readers progressively
through the sequence
of media literacy

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skills, starting with the most fundamental and building to the more complex skills. This book is a must read for those people serious about becoming more strategic in using the media to satisfy their own needs for information and entertainment and thereby avoid being

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messages.

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degree prepares them for a range of fulfilling careers; it gives students the skills they will need to compete in a changing job market.

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trends and processes
of identifying, finding,
and securing a job in
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communication.

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