



Media Literacy: Keys to Interpreting Media Messages

By Art Silverblatt, Donald C. Miller, Julie Smith

ABC-CLIO, United States, 2014. Paperback. Book Condition: New. 4th Revised edition. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Covering print, photography, film, radio, television, and new media, this textbook instructs readers on how to take a critical approach to media and interpret the information overload that is disseminated via mass communication. * Supplies clear explanation of media literacy theory and guidance on interpreting modern mass media from leading scholars * Represents a highly effective tool for achieving a key aspect of media literacy: enabling students to decipher information and independently reach opinions and positions without relying on the pervasive influence of the media * Provides critical examination of controversial, current topics such as violence in the media and the intersections of media and social change.



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