



Theory of Media Literacy: A Cognitive Approach

By W. James Potter

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Theory of Media Literacy: A Cognitive Approach comprehensively explains how we absorb the flood of information in our media-saturated society and examines how we often construct faulty meanings from those messages. In this book, author W. James Potter enlightens readers on the tasks of information processing. By building on a foundation of principles about how humans think, **Theory of Media Literacy** examines decisions about filtering messages, standard schema to match meaning, and higher level skills to construct meaning.



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Editorial Review

About the Author

W. James Potter, professor at the University of California at Santa Barbara, holds one PhD in Communication Studies and another in Instructional Technology. He has been teaching media courses for more than two decades in the areas of effects on individuals and society, content narratives, structure and economics of media industries, advertising, journalism, programming, and production. He has served as editor of the *Journal of Broadcasting & Electronic Media* and is the author of many journal articles and books, including the following: *Media Effects*, *The 11 Myths of Media Violence*, *Becoming a Strategic Thinker: Developing Skills for Success*, *On Media Violence*, *Theory of Media Literacy: A Cognitive Approach*, and *How to Publish Your Communication Research* (with Alison Alexander).

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