THEORY OF MEDIA LITERACY POTTER W JAMES%0A

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Theory of Media Literacy a Cognitive Approach W J Potter

Using Media Literacy theory by Potter (2004) this study recognises that the lack of structural knowledge in using media can lead to media abuse. This study has identified seven causes to lack

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Argument for the Need for a Cognitive Theory of Media Literacy

The thesis of this article is that the individual should be regarded as the locus of media literacy not schools, parents, or the media industries. Furthermore, the article argues that it is not sufficient to educate individuals about the nature of the media and the potential harm of various messages. There is an issue more fundamental than

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Theory of Media Literacy SAGE Publications Inc

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SAGE Books Theory of Media Literacy A Cognitive Approach

In this book, Theory of Media Literacy, I offer a general theory of media literacy. In developing this theory, I drew heavily (but not exclusively) from the social science literature, particularly psychology. But this theory does not look like typical psychological theories, which focus on one or two hypothetical constructs, then link these constructs with other constructs, demographics, or

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W. James Potter University of California, Santa Barbara, USA. 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

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Theory of media literacy a cognitive approach in

Media literacy is a topic of increasing interest, especially to educators. Despite that interest, there has been no single book that brings together the scattered work on media literacy, one that looks at, in Potter's words, "what we know as well as what can be done with what we know." Potter is a high-profile name in this field. His text Media Literacy has further established his reputation

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Media Literacy eBook Potter W James Amazon ca Kindle Store

W. James Potter is a professor in the Department of Communication at the University of California at Santa Barbara where he teaches courses in media literacy, media content, and media effects.

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SAGE Books The Media Literacy Model sk sagepub com

Potter, W. J. (2004). The media literacy model. In Theory of media literacy: A cognitive approach (pp. 64-73). Thousand Oaks, CA: SAGE Publications, Inc. doi: 10.4135

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W. James Potter joined the Department of Communication in the fall of 2001. A holder of a Ph.D. in Communication Theory and another in Instructional Systems, he has also taught at Western Michigan University, Florida State University, Indiana University, UCLA, and Stanford University.

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Media Literacy by W James Potter Goodreads

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.

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