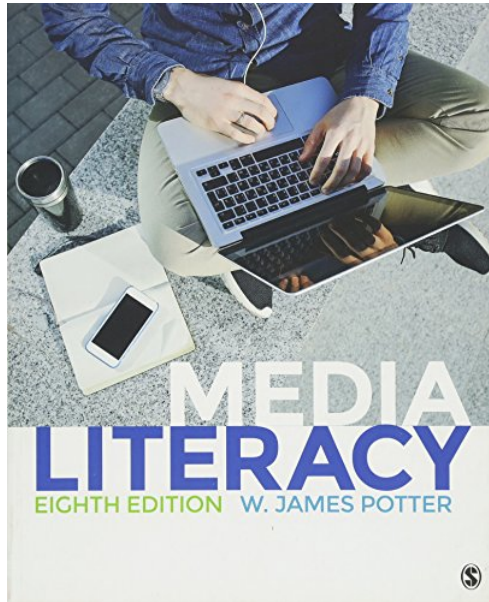


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In this media-saturated world, we must learn how to navigate through the overwhelming flood of information so we can avoid the risks and maximize its potential to help us. Media Literacy, Eighth Edition shows readers how. Drawing from thousands of media literature studies, bestselling author W. James Potter explores the key components to understanding the fascinating world of mass media. In this updated, revised, and reorganized new edition, Potter presents numerous examples and facts for readers to understand how the media operate, how they attract attention, and how they influence us on a day-to-day basis.

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