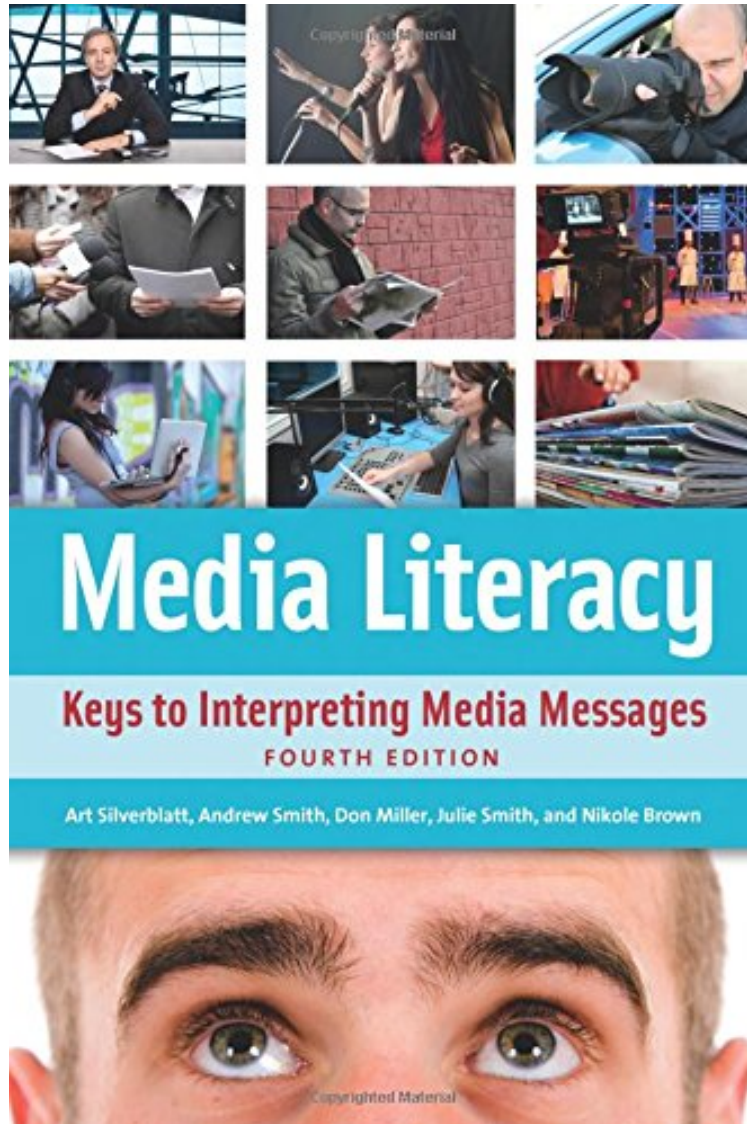


Media Literacy: Keys to Interpreting Media Messages, 4th Edition

Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown
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#132973 in Books 2014-05-28 2014-05-28 Original language: English PDF # 1 9.25 x 1.27 x 6.141, 2.07 #File Name: 1440831157548 pages | File size: 38.Mb

Art Silverblatt, Donald C. Miller, Julie Smith, Nikole Brown : Media Literacy: Keys to Interpreting Media Messages, 4th Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Media Literacy: Keys to Interpreting Media Messages, 4th Edition:

0 of 0 people found the following review helpful. Five Stars By Stephanie Bedwell Exactly what I needed for class
0 of 1 people found the following review helpful. Five Stars By Chris C. Needed this for school, bought it, am using it.
2 of 2 people found the following review helpful. a valuable reference By Faith Rogow, media literacy education maven This book is worth every penny. Earlier versions of it have been on my shelf for years, and its a frequent go to reference. Id

recommend it to all media literacy educators. It includes Media Literacy Tip boxes that provide questions for viewers/readers/listeners to ask of media examples, and handy summaries at the end of each chapter. The reason that it gets four instead of five stars is that some of its strengths are also its weaknesses:- The sheer number of concepts it covers and the amount of information provided is encyclopedic. On the down side, its sometimes reads like an encyclopedia, with lists of vocabulary and definitions. This makes information easy to find, but its often a very dry read.- The authors use an astounding array of real-life media examples to illustrate concepts. Thats terrific if youve seen the movie or the TV series or the ad, but it isnt always so helpful if the example is unfamiliar.- The citations make it clear that the authors have drawn on a wide range of resources. However, sometimes those resources are dated (as is the case with the stats that open the book, which are 25 years old) and sometimes are puzzling (like media use stats from secondary sources instead of citations of the original research), or a reference to PBS making money from licensing of popular childrens media characters when, in fact, PBS doesnt own the shows that it airs; licensing revenue goes to program producers).To be clear, this is a mass comm text. It doesnt delve into how to teach media literacy or provide classroom activity ideas. But if you need an overview of media forms, effects, trends, history, or theories of communication, this is the book to buy.

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

"Silverblatt (Webster Univ.) and his fellow authors carefully scaffold this book to include introductory definitions of media literacy terminology in sociocultural and political contexts in which media are produced, distributed, and consumed. . . . The book could be incorporated into introductory-level undergraduate or graduate courses in media studies, journalism, and communications and enjoyed by anyone interested in learning more about mass media. . . . Summing Up: Recommended. Lower-division undergraduates, graduate students, general readers." - ChoiceAbout the AuthorArt Silverblatt, PhD, is professor of communications and journalism at Webster University, St. Louis, MO, and vice president of Gateway Media Literacy Partners (GMLP), a regional media literacy consortium.Andrew Smith is full-time professor in the School of Communications at Lindenwood University, teaching courses in media literacy, mass communication, film, and interactive media.Don Miller is faculty at Webster University School of Communication.Julie Smith is professor of media literacy at Webster University.Nikole Brown is a graduate student in media literacy/education at Webster University.