



## Media Effects

*By W. James Potter*

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**Media Effects** provides students with an in-depth understanding of how the media are constantly influencing individuals and society. W. James Potter guides readers through the extensive body of research on the effects of the mass media by organizing the book around two Media Effects Templates. The first template helps organize thinking about media influences on individuals, and the second focuses on media influences on larger social structures and institutions. Throughout the book, Potter encourages students to analyze their own experiences by searching for evidence of these effects in their own lives, making the content meaningful.

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## Media Effects By W. James Potter Bibliography

- Sales Rank: #552296 in Books
- Published on: 2012-01-03
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .90" w x 7.30" l, 1.45 pounds
- Binding: Paperback
- 400 pages

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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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