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Nota di bibliografia	Includes bibliographical references (p. 265-287) and index.
Nota di contenuto	Cover; Contents; Preface; Acknowledgments; Part I - Background; Chapter 1 - Why Do We Need a Theory of Media Literacy; Chapter 2 - Explicating the Construct of Media Literacy; Part II - Introducing the Theory; Chapter 3 - Definitions and Distinctions; Chapter 4 - The Media Literacy Model; Chapter 5 - The Foundational Knowledge Structures; Chapter 6 - The Personal Locus; Chapter 7 - Competencies and Skills of Media Literacy; Part III - Information Processing; Chapter 8 - The Filtering Task; Chapter 9 - The Meaning-Matching Task; Chapter 10 - The Meaning-Construction Task Chapter 11 - Traps in Meaning ConstructionPart IV - Practices; Chapter 12 - Practices; Appendix A: Definitions of Literacy; Appendix B: Purpose of Media Literacy; References; Index; About the Author
Sommario/riassunto	Media literacy is a topic of increasing interest, especially to educators. W. James Potter offers the first comprehensive assessment of this subject.