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Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title; Copyright; Contents; Preface to the Fourth Edition; PART 1: INTRODUCTION; 1. Introduction to Media Literacy; PART 2: KEYS TO INTERPRETING MEDIA MESSAGES; 2. Process; 3. Historical Context; 4. Cultural Context; 5. Structure; 6. Framework; 7. Production Elements; Worksheet: Keys to Interpreting Media Messages; PART 3: MEDIA FORMATS; 8. Journalism; 9. Advertising; 10. American Political Communications; 11. Digital Media Communications; PART 4: ISSUES AND OUTCOMES; 12. Issues in Media Communications; 13. Outcomes; Suggested Reading; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O PQ; R; S; T; U; V; W; Y; Z
Sommario/riassunto	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.